THE NATIONAL MAGAZINE FOR EXECUTIVES OF TOWN AND COUNTRY CLUBS

FEBRUARY 1960







In This Issue:

Swimming Pool Ideas and Special Florida Section





old-style Kentucky Bourbon

always smoother because it's slow-distilled

You'll find a smoothness and character in Early Times that makes your choice richly rewarding. It's the extra care and attention of slow-distilling...the patient willingness to take twice as long...that gives Early Times its full, gratifying flavor. Making whisky this old-style way costs more, but we think you'll agree it's worth it.

KENTUCKY STRAIGHT BOURBON WHISKY . 86 PROOF . EARLY TIMES DISTILLERY CO., LOUISVILLE, KY.

EARLY TIMES

€ ETDC 1959



Glamorize and Personalize Your Food Service Operations With

Luxurious Sterno Equipment

DESIGNED TO BURN Sterno Canned Heat FUEL

Glamorous at-the-table dining-room service . . . sophisticated cocktail-lounge service . . . smart and efficient buffet service . . . simplified room service —you'll find them all easy and profitable to pro-

vide with Sterno's complete line of high-quality brass, copper and stainless-steel serving equipment. All these "Aids to Fine Service" burn safe, clean, economical Sterno Canned Heat Fuel.





"If you must know, I'd rather be in front of a roaring fire, drinking 'The Best In The House'!"

(If you cannot shoot a duck, Canadian Club may change your luck!)

MARCH ISSUE Will Be Special CMAA Conference Issue

Pools on Steady Upswing

More than 6000 club swimming pools were built in the U. S. in 1958-59, according to a joint study by The National Swimming Pool Institute and Swimming Pool Age. The club pools range from those serving 20 to as many as 3000 families and costing from a few thousand to a million dollars.

"Family-community swimming clubs, properly organized and managed by private groups, have proved to be one of the most economical and rewarding forms of recreation," said allan Weir, moderator of a panel discussion at the National Swimming Pool Exposition held in December last year at the New York Coliseum.

"Pool builders in all sections of the nation report a steady increase in inquiries from groups seeking information on planning, financing, building and managing élub pools," Mr. Weir said.

Culinary Refresher Course

As a result of requests by executives and managers in the field, the Culinary Institute of America will offer a two-week refresher course in advanced culinary art during Lent (March 21-April 2).

This course is designed so that at this time managers can send their chefs, cooks, pastrymen and food supervisors who could not attend a summer session.

For more details write to Dept. CM, The Registrar, Culinary Institute of America, 393 Prospect St., New Haven, Conn.

Florida Hotel Expanded

The Lago Mar, Fort Lauderdale, Fla., hotel, was reopened December 18 under the ownership-management of Sidney Banks, president of The Southern Hotel Assn.

The oceanfront hotel, recently redecorated and expanded to add 34 hotel rooms, four convention rooms and several shops, is open all year.

Located on 600 feet of private beach between the ocean and Mayan Lake, the hotel has two swimming pools, a nine-hole golf course, surfside bar and luncheon patio.

CLUB THE NATIONAL MAGAZINE FOR EXECUTIVES OF TOWN AND COUNTRY CLUBS Management An Independent Publication

Title Registered

CONTENTS FOR FEBRUARY, 1960 VOLUME XXXIX NO. 2

COVER

The Sunshine State Courtesy, Florida Development Commission	on
FEATURES	
How We Built Our Pool Bruce W. Jones	13
A Practical Program of Aquatics Louis D. MacNeill	14
Pre-Season Pool Planning	16
Plan Your Pool Before You Build J. P. Tonetti	17
Anniversary Invitation Builds Dinner Business for Club William C. Wooddell	18
Sunshine Chapter Leads the Way in Education Florida Section	29
Florida Clubs Have Busy Programs Florida Section	30
San Francisco Chapter Holds "Presidents' Night" Party . Harold R. Colbert	40
Imaginative Cheese Dishes Lenten Recipes	52
DEPARTMENTS	
Timely Tips 6 Let's Compare Menus	36
Trumping the Clubs	42
Federal Tax Ca'endar 36 Wine Pressings—Henry O. Barbour	50



EDITORIAL, PRODUCTION AND ADVERTISING OFFICE

408 Olive Street, St. Louis 2, Missouri Telephone GArfield 1-5445 Bureau Reditor

Donald H. Clark. Editor and Publisher
James J. Wengert, Associate Publisher
Harold R. Colbert, Assistant Publisher
Catherine M. Barrett. Office Manager
Margaret Holz. Advertising Production

Wesley H. Clark. Managing Editor
Johnson Poor Associate Editor
Sandra Smith Assistant Editor
Margaret Holz. Advertising Production

Club Management Regional Advertising Offices
NEW YORK CITY: 551 Fifth Avenue, Tel. MUrray Hill 2-2831.
LOS ANGELES: Smith and Hollyday, Inc., 5478 Wilshire Blvd., Tel. WEbster 8-0111.
SAN FRANCISCO: Smith and Hollyday, Inc., 22 Battery St., Tel. YUkon 1-1299.
CLUB MANAGEMENT is published monthly by the Commerce Publishing Company. Entered as second class matter at the post office at St. Louis, Missouri, under the Act of March 3, 1879. Additional entry as second class matter at Fulton, Missouri. Subscription rates: Three years \$6.00; two years \$5.00; one year \$3.00; 50c a copy. Convention issue and back copies \$1.00 each.
CLARK PUBLICATIONS: Club Management, Picture and Gift Journal, Mid-Continent Banker, The Local Agent, Life Insurance Selling, Mid-Western Banker.

DESIGNATED BY THE CLUB MANAGERS ASSOCIATION OF AMERICA AS OFFICIAL PUBLICATION

CMAA Executive Offices: 1028 Connecticut Ave., N.W., Washington 6, D.C.

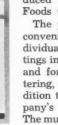
Lowell S. Smith, Chairman
Detroit Club
Detroit, Michigan
Chevy Chase Club
Chevy Chase, Maryland

Gene F. Gilmartin Cleveland Yachting Club Cleveland, Ohio



Individual "squeeze-type" packets for ketchup and salad-style mustard

have been introduced by Kraft Foods Co.



The packets, convenient for individual place settings in club grills and for home catering, are an addition to the company's PC line. The mustard packet is available in a

1/5-ounce size and the tomato ketchup in 1/2-ounce size.

For more information write Dept. CM, Kraft Foods Co., 500 Peshtigo Ct., Chicago 90, Ill.

Aluminum interiors and exteriors have been designed for the line of walk-in coolers and freezers by Bally Case and Cooler Co.

The availability of aluminum in



such equipment has special appeal, the manufacturer reports, because the sanitation codes in many cities and states indicate a preference for rustfree metal. Before this the walk-ins had galvanized interiors and exteriors only. The walk-ins have all sectional construction and self-contained. hermetically sealed cooling and freezer systems.

For complete details write Dept. CM, Bally Case and Cooler Co., Bally,

A new method of construction has been used to eliminate conducted heat from the interior to the exterior in a line of bake and roast ovens by Vulcan-Hart Corp.

The sectional ovens have a door-

seal gasket for less heat loss, cool door handles, an improved multi-duct heat distribution system, 100 per cent safety shut-off and stainless steel fronts available for the first time. As optional features are an automatic, non-recycling "Roastender" to cut down the danger of overcooking, windows in the bake sections with an oven light and an exterior temperature thermometer.



For additional information write Dept. CM, Vulcan-Hart Corp., P. O. Box 696, Louisville 1, Ky.

A new 92-page general catalog and an illustrated 16-page color brochure



Eliminate one whole step

fents n-

rehe in ht

in Floor Cleaning!

SUPER SHINE-ALL® cuts labor time; eliminates the whole step of rinsing in normal cleaning. Its extra cleaning quality neutralizes the toughest floor soil problems, without a trace of harm to finest flooring. (I) listed for slip resistance.

Facts prove you can't save money by skimping on the quality of your floor treatment products. Pennies you might save buying "diluted" cleaners will come back in dollars lost, because it takes so much more labor to get floors clean. On the other hand, strong cheap cleaners can ruin floors.



Whether CLEANING . SANITIZING . SEALING . FINISHING . WAXING or SWEEPING You're Money Ahead with

Let the Hillyard "Maintaineer®" survey your floors and show where you can save money on floor care. He's "On Your Staff, Not Your Payroll"

HILLYARD Passaic N. J. ST. JOSEPH, MO. San Jose, Calif.



LLYARD	St.	Joseph,	Mo.	Dept.

	ase sen					
on	actual	cases	of	floor	care	sav-
ing	5.					

Please	hav	е	the	Hil	lyard	M i	ain
taineer obligati			touc	h	with	me.	No

FIRM OR INSTITUTION

ADDRESS ,

_ CITY___

Branches and Warehouse Stocks in Principal Cities

ŌNOX®

SKIN TOUGHENING PREVENTS ATHLETE'S FOOT

Skin specialists say the best way to prevent Athlete's Foot is to increase the skin's resistance to fungus growth*. That's what Onox does. It keeps shoe-softened skin as tough and healthy as your hands.

Onox has been used for many years by clubs, schools, and over 70% of the largest U. S. companies for the treatment and prevention of Athlete's Foot.

*American Pub. Health Assoc., Oct. 15, 1954



new footsprayer CUTS COST 50%

60-DAY TRIAL OFFER

includes Footsprayer and solution

If you are not completely satisfied after 60 days use, you pay nothing . . . just return the sprayer freight collect.

Easy to use.
Bathers step on treadles.
Four jets spray feet.
Sanitary, easy to keep clean.
Uses only half as much solution as the sponge footmat.
Reduces cost to 1/10c per treatment.

Write for FREE brochure with complete information including medical opinions.

ONOX INC.

Dept. D. 121 Second Street, San Francisco 5, Calif.

Warehouses. Cleveland • Jersey City • New Orleans • Newark, Calif.

both have been released recently by Lyon Metal Products, Inc.

The general catalog (No. 100-H) shows the complete line of steel equipment including the following new products: an office machine cabinet, an office machine table, a typewriter attachment, a drawing table, two woodworking benches, a desk-high bookcase, a full-height bookcase and a drawer tool stand. The color brochure, "Craftsmen in Sheet Metal Production," illustrates production facilities and shows samples of work.

For either or both pieces write Dept. CM, Lyon Metal Products, Inc., 1 Plant Ave., Aurora, Ill.

Effective for hot or cold liquids, the new portable beverage carrier-dis-



pensers introduced by Wear-Ever Aluminum, Inc., are made completely of aluminum with one-inch thick Fiberglas insulation.

The Therm-O-Cans, which keep weight loads to a minimum, have a stain-resistant surface and are entirely seamless thus eliminating

crevices and dirt-catching areas for ease in cleaning. The Tomlinson faucet can be set for automatic or manual control. The dispensers, available in three- and five-gallon sizes, are 19 or 24 inches tall respectively, 12 inches in diameter and have a clearance under the faucet of four inches.

For more details write Dept. CM, Wear-Ever Aluminum, Inc., Wear-Ever Building, New Kensington, Pa.



Designed for storage practicality is this handsome Bangkok teakwood sideboard by Kempkes of the Netherlands.

The four-drawer Dutch furniture piece is 92 inches long, 32 inches high and 18 inches deep. Sliding doors conceal storage space and a single shelf. Green Formica lines the drop shelf in the bar compartment.

For further details on this and other

"In addition to its appearance, your glassware is economical"

So says Mr. E. Sieveri, owner and manager of Minetta Tavern, a famous landmark in New York's Greenwich Village





Libbey Glass Division of Owens-Illinois Toledo 1, Ohio Gentlemen:

we feel justifiably proud of the authentic Greenwich Village atmoshere which we have here at the

To maintain the "Village feeling" we naturally want our appointments to carry out this theme. Your Libbey Glassware does this perfectly... attractive table settings and bar service.

service.
In addition to its appearance, your flassware is economical in our operation because of its exceptional durability. We are pleased to use it for all beverage and dining service.

Sincerely.

E. Sieveri



Hi-Ball Fluted No. 41520, 7-oz.



No. 41630, 9-oz.



On-The-Rocks No. 01530, 7-az.



Tumbler No. 23590, 8-oz. (Old No. 917)





Minetta Tavern maintains the "flavor" of Greenwich Village

The "true Village" atmosphere adds to the pleasure of wining and dining in this popular dining spot. Libbey Safedge® Glassware is used throughout, for bar and dining service, and it adds a complementary touch to the restaurant's décor.

The complete line of Libbey Safedge Glassware provides the "just-right" glass for every need . . . from one single, reliable source. Each glass in the

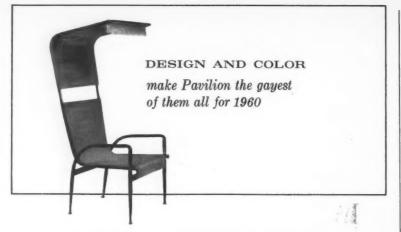
full range of sizes and varied patterns can be decorated with your crest or monogram for added distinction... and every glass is backed by the famous Libbey guarantee: "A new glass if the rim of a Libbey 'Safedge' glass ever chips."

For complete data on how Libbey can benefit you, see your Libbey Supply Dealer, or write to Libbey Glass, Division of Owens-Illinois, Toledo 1, Ohio.

LIBBEY SAFEDGE GLASSWARE
AN (1) PRODUCT

Owens-Illinois

GENERAL OFFICES · TOLEDO 1, OHIO



PAVILION



Here, as always, is outstanding Troy quality and comfort, plus new, inspired, attention-compelling design in a galaxy of frame and fabric colors.

Aluminum frames in parfait colors of pink, lavender, turquoise, antique yellow or white finishes, with lasting Saran in complementing or contrasting pink, turquoise, lime or white.

Visit our nearest showroom or write for complete details about PAVILION and other summer lines of enduring beauty and distinction.

Troy

CONTRACT, CASUAL AND SUMMER FURNITURE GARDEN AND BEACH UMBRELLAS IN TROY, OHIO

SUNSHADE COMPANY

SHOWROOMS: TROY/612 GRANT ST.

CHICAGO/AMERICAN FURNITURE MART NEW YORK/ONE PARK AVENUE
DALLAS/DECORATIVE CENTER BOSTON/NEW ENGLAND CONTRACT

Dutch furniture pieces write Dept. CM, The Netherlands Furniture Factory, 1 Park Aveune, New York, N. Y.

An illustrated four-page catalog has been released by Cleveland Range Co. showing the newest steamer-kettle combinations for use in clubs.

The folder contains specifications and a guide for selecting the right size steam cooking equipment.

For a free copy of this form No. 1060 write Dept. CM, Cleveland Range Co., 971 E. 63rd St., Cleveland 3, Ohio.



The advent of Hawaii as the 50th state was the signal for Jay Dee Products to release two new place mats, one featuring the 50 state flags.

The other mat is a tempting display of ice cream designed to promote the idea of the dessert all through the meal and should be especially appropriate for teen-age rooms and grills.

For more information write Dept. CM, Jay Dee Products Co., 23 Washington St., Brooklyn 1, N. Y.

A brass spray "pop-up" sprinkler, which comes in both regular and over-

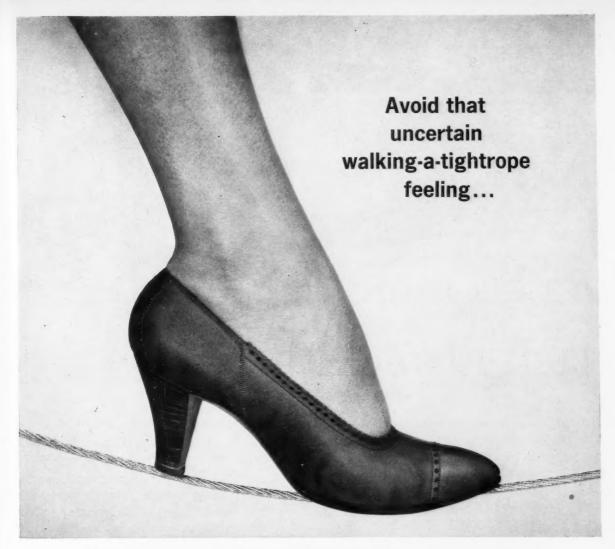


size nozzle sizes, has been developed by National Rain Bird Sales and Engineering Corp.

The 181 series sprinkler has a 1 1/16" travel for turf and lawn areas and has a 3/4" threaded inlet, which couples the

sprinkler directly to short risers in underground systems. It is available in full-, quarter-, half- and third-circle models plus a square pattern.

For additional information write Dept. CM, Rainy Sprinkler Sales, 609 W. Lake St., Peoria, Ill., in the East and Midwest; or Dept. CM, National Rain Bird and Engineering Corp., P. O. Box 547, Azusa, Calif., in the West.



For positive traction underfoot, plus lasting beauty, use floor wax containing LUDOX—Du Pont's anti-slip ingredient

With "Ludox" in the floor wax you get added safety underfoot. "Ludox" acts like a brake that promotes easy, effortless walking. And you get the lasting beauty only a fine wax can give your floors. Scratches and scuffs can be buffed out without rewaxing. For more information and a list of suppliers, write us or mail coupon below.



LUDOX®

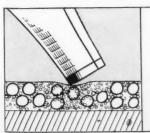
BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTR

E. I. du Pont de Nemours & Co. (Inc.) Industrial and Biochemicals Dept. Room 2533CL, Nemours Bldg. Wilmington 98, Delaware



Please send FREE booklet describing the advantages of floor wax with "Ludox" and a list of suppliers of these quality waxes.

Name	-
Firm	Title
Address	
City	State



In floor wax, microscopically small spheres of "ludox" colloidal silica are mixed among larger wax globules. Under foot pressure the particles of "ludox" bite into the softer wax globules, resulting in a snubbing action that makes walking more carefree and comfortable.

A snapshot to show you how we're endeavoring to meet your calls for

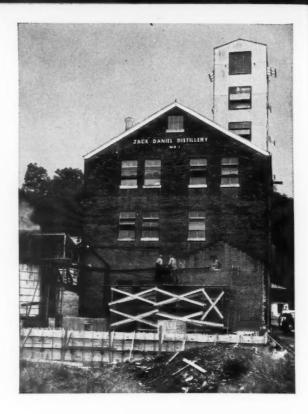
a bit more Jack Daniel's

If you've had trouble getting a supply of Jack Daniel's for your customers, you know the nettlesome shortage is still with us. But we're pleased to report that the worst part of it is over. A larger supply of Jack Daniel's will come of age in the approaching months, and we have hopes of sending you a bit more than we have had for a long time.

The reason is that, since 1956, we've been making a few modest additions to our small distillery. And, as you can see from this snapshot, we're adding a little more capacity this year.

However, you understand, the supplies of Jack Daniel's will not immediately be as great as you and we would like them to be. We've had to take special care where we made any addition, and that put a close limit on how much we could expand.

You see, we're not taking any chances on doing anything that might alter the time-honored quality and good name of Jack Daniel's Whiskey. We still make it the same way Jack Daniel did nearly a century ago. And we still smooth out every drop with the age-old Charcoal Mellowing



process . . . seeping it down through ten-foot-high vats tamped full of hard-packed, finely ground maple charcoal.

But the shortage will be eased somewhat in the not-too-distant future. And in the meantime, we want to thank you for the patience you've shown us.



NO OTHER WHISKEY IS CHARCOAL MELLOWED

THE OLD

TENNESSEE WAY

DR OF

DROP

BY DROP

@ 1959, Jack Daniel Distillery, Lem Motlow, Prop., Inc.

TENNESSEE WHISKEY • 90 PROOF BY CHOICE • DISTILLED AND BOTTLED BY JACK DANIEL DISTILLERY • LYNCHBURG (POP. 401), TENNESSEE

How We Built Our Pool

By Bruce W. Jones
Riverside Golf & Country Club
Portland, Oregon

THE Riverside Golf and Country Club of Portland, Oregon, where Emil F. Piluso is manager, is situated near the confluence of the great Columbia and Willamette Rivers.

Despite this abundance of water, the members of Riverside decided they must have more of same, confined in a rectangular receptacle. In other words—a swimming pool.

This decision was not a sudden one. From the club's inception in 1926, the installation of a swimming facility to supplement the wonderful golf course has been a primary consideration of nearly every board of directors down through the years. Essentially, however, the first consideration of each board was to improve and maintain the condition of the golf playing area. Yes, additions and improvements were made to the clubhouse over the years to keep the social life alive and keep the income from the 19th hole at a good rate, but as far as a swimming pool was concerned, talking was the farthest accomplishment; the pool, however, was certainly wanted by the members.

Various plans were advanced. Should it be large or small? Should one or a few members underwrite the project? Should participating bonds be floated to be available to all members? Should there be a general assessment?

Each of the most feasible plans were given complete consideration. Attorneys, bankers, financiers, businessmen, contractors-everyone was consulted for his ideas. Through a combination of these fine thinkers, a plan was evolved for financing, not a small hole in the ground, but an almost Olympic-sized swimming pool with dressing rooms, eating facilities, a dance floor and 15,000 square feet of poolside lounging area. The cost per member, added to his monthly dues, amounted to \$1.80. This added income to the club pays not only for the pool and its environs, but for a

completely new kitchen and equipment plus a new men's cardroom and a junior locker room.

Our architect, Robert B. Martin, a director of the club, contributed the plans and specifications. Other members gave of their time and talents organizing the financial details. Each material supplier presented his particular phase of the project to the club at substantial savings over the retail cost.

The club ended with a beautiful 42by 75-foot swimming pool. Six black tile swimming lanes mark the bottom of the tank which has been approved for outdoor NCAA and AAU swimming meets. All other surfaces of the pool proper are finished in white marble plaster. The coping and scum gutter are of frost-proof ceramic tile. Four stainless steel ladders provide exits from the pool. A one meter diving board is poised over a diving area nine feet deep. Placed back eight feet from the pool edge is a 21/2-foot high yellow chain-link plastic fence which controls traffic around the pool edge. One entrance to the pool is overseen by the lifeguard who is stationed ten feet above the water level on his chromed stand to keep an eye on the small fry who populate the pool at all hours.

Twenty feet from the shallow end of the pool is an area 22 by 48 feet, colored black and waxed for dancing under the stars. Despite the precipitation in Portland, we enjoy many beautiful moon and starlit nights dancing in the shadow of the stately Mt. Hood.

Placed at intervals on the 15,000 square feet of lounging area are lovely pastel-colored patio umbrellas extending through steel tables and surrounded by attractive chairs. A rolling bar wanders through the tables to take care of the needs of the inner man.

A complete bathhouse provides a barrier between the pool and the 14th green of the golf course. The rest of the patio is surrounded on three sides by a six-foot high paneled fence, and each three-foot wide panel is painted a different pastel color highlighting the colors of the large patio umbrellas.

The bathhouse building houses the equipment room, pool office and a snack bar as well as the two dressing rooms. Income from the snack bar is sufficient to defray the cost of two full-time and one part-time lifeguard.

The cost of the pool, the dressing room and equipment room facility and the surrounding poolside patio amounted to \$72,000. The pool operating equipment (filters, heater, chlorinating system, etc.) amounted to \$13,700, which is included in the first price mentioned.

During the months of July and August, 1959, which were the first two months of operation, a total of 7812 people registered at the pool office to swim. Riverside's total membership consists of 445 families. During these two months, the accounts receivable during this period (we operate on a cash and charge policy) was \$31,000. These charge account receipts compared to the same period of the previous year of \$23,000 showed an increase in the gross of charges of \$8-000. Needless to say Manager Piluso is happy over the increase.

To say the members enjoy the pool is a vast understatement. Even when the pool is not in operation, one can gaze out of the dining room windows of the clubhouse and enjoy looking at this beautiful and lucrative addition to our club.

Panoramic view of swimming pool from clubhouse showing dance floor, bathhouse facilities and golf course in background.



A Practical Program of Aquatics

By Louis D. MacNeill
Director of Swimming
Bath and Tennis Club
St. Louis

A LTHOUGH our club is noted as a party club, we take great pride in the activity program offered to members in tennis and swimming. If the worth of a private club is determined by the services offered its members, then we need to include in our consideration its broader program, and the function it serves as a family club.

One facet of this service that must not be neglected is aquatics. Is the swimming program at your club a practical one? That is, does it offer some type of activity to all members, not merely to the youngsters?

If your club fails to break even on the pool budget, perhaps the fault lies in a swim program that has lost its practicality. Operating a pool is expensive but there is no need to lose money. This article, patterned after the summer program of the Bath and Tennis Club of St. Louis, suggests a workable swimming program for a family club that not only makes a healthy pool budget but offers opportunities for members of all ages to participate in some phase of aquatics.

Instruction Program

Swim classes are the "core" of the entire program, and these classes are set up in order for different levels of ability.

At the Bath and Tennis Club, we follow a swimming format closely par-

alleling that devised by Professor E. Silvia, director of aquatics at Spring-field College, Massachusetts. Our progressive program is based on a series of tests using the following criteria:

- 1) Members' needs:
- 2) Educational objectives;
- 3) Best practices;4) Progressive order;
- 5) Recreational opportunities.

These tests combine the best practices of YMCA, Red Cross and Boy Scout instruction programs, and are graduated thus:

Tadpole	Pre-begi	nner
Minnow	Begi	nner
Perch	Low interme	diate

Bass Middle intermediate Salmon High intermediate Frogman Advanced swimmer Junior and Senior Lifesaving

Clu 300

All swimmers are classified by a simple swim test given at the beginning of the season. Cards are awarded at the end of each four-week period to the individuals who have completed these tests. Classes are held five days a week, starting at 8:30 a.m. and ending at 12 noon. This allows five classes with a 15-minute break between each one.

We have found that by charging a flat fee for each child (payable in advance) we are able to set up our

Diving is one of the important aquatic skills taught at St. Louis' Bath and Tennis Club.



CLUB MANAGEMENT: FEBRUARY, 1960

swimming budget early in the year. Clubs that have potentially 200 or 300 children and a program of aquatics to interest these children are off to a most successful summer season.

For this single fee the program offers:

- 1) Approximately 70 group lessons;
- 2) Swimming team membership;
- 3) Water ballet:
- 4) Lifesaving and water safety;
- 5) Swim and trim classes:
- 6) Scuba diving;
- 7) Water carnivals;
- 8) Thirty-minute support survival test (drownproofing);
- 9) Swimming contests;
- Individual attention when needed.

Private lessons for those not in the program are offered in the afternoons at the regular fee for each lesson.

Swimming Team

The St. Louis area has eight country clubs that support swimming teams. Each club swims seven dual meets throughout the season and then they come together for an inter-club meet at the end of the summer. Interest is high and the competitive spirit is keen. The dual meets include all four strokes in each age group, an individual medley, diving and the usual relays. Because these events draw many spectators, the home club may take advantage of this to help out the overall club budget.

Swimming team workouts are held at 5 p.m. each day. The club supports an up-to-date record board that includes each age group and pool records. These records may be broken during time trials, at water carnivals or during any swim meet.

Water Ballet

In the water ballet class, girls are first taught the fundamentals and later have the opportunity to devise their own routines. Synchronized swimming by the members of this class is a highlight of one or two of our Sunday water carnivals. This group meets three times a week.

Drownproofing

Our goal is to get 100 per cent of the swimmers who are in the program to pass an important 30-minute support survival test. This test serves to give our instruction staff a better picture of a person's watermanship. Easily administered, it measures both the individual's emotional adjustment to water and his capacity to remain afloat for a sufficient period of time to be reached in case of a mishap. It was devised by Professor Fred Lanue,



The Bath and Tennis Club attempts to get 100 per cent participation in its 30-minute support survival test.

director of aquatics at Georgia Tech. Strong emphasis is given:

- 1) Displacement of water to the point of complete submergence;
- 2) Ease of movement:
- Avoiding the vertical position except for short periods of time;
- Complete cessation of movement at intervals.

The order of movement is: breath—downstroke (a slow, easy breast stroke)—rest—breath—downstroke—rest—etc.

Swim and Trim

Older "girls" who are interested in a trimmer figure and in improving their swimming ability may have a chance to do both in the classes. They consist primarily of light calisthenics and instructions for improving swimming form. This class meets once a week.

Scuba diving is a fast growing sport, and interest in it is increasing rapidly everywhere. The program must be taught by experienced instructors and, of course, safety aspects cannot be overstressed. Swimmers begin with instruction in skin diving and then progress to more advanced scuba diving.

In order to stimulate interest in swimming laps we ran a summer-long contest called "The Kansas City to St. Louis Swim." Actual distance was 75 miles.

Numbered map-tacks, one for each swimmer, were used on an enlarged map of the Missouri River and miles were accumulated throughout the summer. Trophies were awarded to all those who completed the swim. One of the highlights of the summer was a TV appearance of the winner of this contest. This not only stimulated interest in the rest of the swim-

mers, but helped in the club's public relations program.

Every third Sunday our swimmers staged a gala water carnival. The day's program usually included class events, water ballet, record attempts, novelty relays, watermelon scrambles, lifesaving and water safety demonstrations and award presentations.

Our lifesaving instruction program is based on the "Manual of Lifesaving and Water Safety Instruction," by Charles E. Silvia. The class met five days a week including three formal class meetings and two practice sessions. Those who have completed the theoretical and practical parts of the tests will also be able to pass any other standard lifesaving program.

Diving Classes

Although diving is included in the progressive swimming program, classes in beginning and advanced diving are held for those swimmers interested in improving their diving techniques. Members of this group may be asked to perform at water carnivals and special events.

The last event of the season includes a swimming meet for club members only. The events in this meet include all four strokes in each age group. Age groups are broken down to 6 and under, 7-8, 9-10, 11-12, 13-14, 15 and up. Also on the program is an individual medley, a 100-yard freestyle event and diving. Trophies are awarded for all first three place winners on an Olympic winners stand after each event. Although the events last for three hours, interest is high throughout the entire afternoon.

Of course our swimming program would have to be adapted to the needs of another club but it may serve as a basis for planning an aquatic program for other family clubs.

Pre-Season Pool Planning

R. H. Pohndorf*

Pool Manager Milwaukee Country Club

■ This month Mr. Pohndorf discusses preparations for the swimming pool season as well as the functions of a swimming pool manager, and his problems. In a future issue, he will outline specific events, with examples, that managers can use to increase interest in their pools.

A T one time or another professional pool managers are faced with the situation of preparing themselves for a new pool position. Occasionally, as a result of experiencing an ineffective pool program during the previous summer caused by a lack of pre-season planning, pool pros will find it profitable to engage in greater thoroughness in their preparation for the oncoming summer aquatic season. Club managers, working with pool pros, must emphasize the importance of pre-season planning.

First impressions of a pool manager when on the job are often the most valuable. Sometimes, by limited preparation on the practical side of a summer swimming situation, much can be added to the success and happiness of a pool pro's program.

The position of a pool pro is manifold; besides being an executive, he must sell himself to management, club members and fellow staff personnel. Swimming for the pool manager is a business and for the membership swimming is an activity.

Serving as a swimming pro for a beach club, country club or a yacht club is a situation that is held during the summer months, or conversely in the winter at southern resort towns, and is therefore a part-time affair. Yet, much planning and preparation is needed to adjust oneself to the

oncoming aquatic leadership responsibilities.

This is especially important since once the season begins, pool activities run at a high pitch, generally with no let-up until closing after Labor Day. With wise and prudent preparation on the part of the club manager and pro, a season of efficient and effective leadership is likely to result.

Frequently, pool managers fail to plan properly for the oncoming season and to adjust themselves sufficiently to the appointments of the physical plant, to the needs of the membership, to the immediate staff, and to the policies of the management. Pool programs demand coordination with other sports and social activities that are generally carried on at a country club such as golf, tennis, barbecues, and tournaments of one kind or another. This necessitates early planning in order to coordinate the pool program with other club events being scheduled. Such planning gives ample opportunity to make appropriate schedule adjustments and revisions, thus avoiding unnecessary conflicts at the height of a busy season and permitting the club to print an over-all club master pro-

Reviewing the club rules and regulations regarding pool rules, clubhouse rules, by-laws, charges, signing in of guests, hours of usage, services to be rendered, and the like can be quite helpful. The ordering of medals and trophies should be done; this is important for it is wise to have on display examples of ribbon, medals and trophies to be awarded as pool prizes. When this is done early in the season it works wonders for developing interest among the younger set.

Planning Procedures

Club championships should be scheduled yearly at about the same time and not changed in sequence or position from year to year. This procedure, in time, helps the tennis and golf pros in their planning, and it



gra this gan

firs

the

clu

str

aft

ser

ien

I.

T

Club medals are designed so that they are larger and more elaborate for each older group of swimmers.

eventually establishes the events in the members' minds as permanent fixtures. For example, it is best to work backwards, using Labor Day for a Novelty Meet, Labor Day Saturday or Sunday for an annual program of Family Watersports, then on the previous weekend schedule Novice Events and Senior Championships, preceded a week earlier by the finals of the Junior Championships, The Junior Championship qualifying heats can be scheduled a week prior to the finals. Then ribbon races are scheduled for four weekends with a variety of events used as a build-up for the club championship events and Novice Events.

This method, once established to suit a particular club situation, enables many families to work out their summer excursions in such a manner as not to miss these main aquatic events. In fact, a fully planned, balanced and organized aquatic program keeps the membership "at-the-club" during the summer. Should events of necessity be scheduled on the same day by more than one department, it is possible to give priority to re-arrange the schedules.

Lesson Appointments

Swimming and diving lessons for the most part are given privately, generally lasting up to 30 minutes. Group lessons are usually held with three to five pupils unless classes of lifesaving and water safety are conducted. These range in size from four

(Continued on page 21)

Or. R. H. Pohndorf is a professor of Physical Education at the University of Illinois and serves as pool manager during the summer season.

Plan Your Pool Before You Build

By J. P. Tonetti, Manager

New Haven Country Club Hamden, Connecticut

AS part of the National Swimming Pool Exposition's educational program in December in New York, this information was given on the organization and construction of pools with specific illustrations taken from first-hand experience in developing the pool at New Haven Country Club.

It is composed of items that the club considered before beginning construction of the pool and the regulations it carried out for maintenance after the pool was built, and is presented in outline form for conven-

I. Organization:

a. Need:

in

nt

to

V

m

ie

95

ls

e

ts

e

d-

y

ie

e

to

n-

ir

er

ic

1-

m

of

10

it

r-

or

у,

2

h

of

n-

ır

1. Solicit opinions from all members.

b. Survey:

"Yes" would you financially support pool? 2. Contact pool construction firms

for ideas, cost, etc.
a. Size (35' x 75' ideal)—shape.
b. Dressing Rooms—cost.
c. Snack Bar—cost.

- 3. Method of Financing: a. Mortgage.
 - b. Bond issue among member-
 - c. Dues rate decided.

d. Advance dues.

- e. Loan from wealthy member or members.
- f. Gift from member or members.

c. Result:

- 1. Increase in social memberships. **II. Construction:**
 - a. Location—time schedule.

b. Kind and size.

- Tile or marble—most expensive. 2. Reinforced concrete (known as Gunite)—90 per cent of pools made today are Gunite.
- 3. Steel.
- 4. Plastic. 5. Aluminum.

6. Fiberglas.

- c. Cost of different kinds-\$40,000 up. d. Build a pool for recreation, competition, instruction (graduated depth. Ideal: three ft. to 12 ft.).
- e. Interior: light in color, smooth not slippery. Ideal finish: plaster finish called Marcites (easy to clean and costs ¼ of tile finish).

f. Filtration System (a MUST by law

in all public pools).

1. Sand and gravel filter: Very good, expensive to install but less expensive to operate.

2. Diatomacious earth as filter media. Uses less space than sand and gravel and less expensive to build but more expensive to operate.

g. Deck Area—referred to as walks, runways. An excellent decking specification is ten ft. of nonskid concrete and ten ft. of grass which reduces sun glare. This decking easy to lift in case pool piping needs attention. h. Diving Boards: length 16 ft. most

satisfactory.

1. Duraflex Aluminum Board-Most expensive, about \$400. 2. Fiberglas cost \$300.

3. Wood-Less expensive, \$150. Most expensive to keep up.

i. Pool Light. Outside area should be

well lighted. Night operation— underwater lights, a MUST for night swimming, competition, pool parties, etc.

j. Pool Furniture-Buy the best (less expensive in long run)

a. Aluminum is most satisfactory except at pools near salt water. b. Wood (always near salt water) Furniture most important. People will stay at the pool that pro-vides comfortable poolside fur-

niture and equipment. k. Fencing: A pool that is accessible to others than members should be fenced in with locks on all gates. By statute a swimming pool is an attractive hazard. Trespasser, if injured, could sue

club and collect. III. Operation:

Rules and Regulations:

a. Hours: Ideal-10 a.m. to 7 p.m. Special night hours.

b. Employes: Ideal-

- 1. Pool director. (He or she should be in complete charge with authority to carry out responsibilities.)
- 2. Life-guards. Number?
- 3. Registration Clerk.

Porters.

- c. Health and Safety Rules-All national, state and local laws should be adhered to.
 - 1. All rules should be posted.

At New Haven Country Club-**Admission Procedure:**

- "A. Sign record book for every pool use (including guests).
 - B. Kindly check posted regulations for pool use!

Pool Ten Commandments

- 1. The pool director or guard on duty has the authority to enforce all pool regula-
- tions.
 2. Toilet facilities should be used before entering the pool, after which, a soap shower without suit must be taken.
- 3. All girls or ladies must wear bathing caps in the water.



J. P. Tonetti

- 4. Expectorating or blowing the nose in the pool or gutter is prohibited.
- 5. Diving from shallow end of the swimming pool is not allowed.
- 6. There is to be no double springing the diving board or diving so as to angle away from board. Please be sure person in front has surfaced before you dive. One person allowed on the board at a time.
- 7. Throwing or playing ball is forbidden.
- 8. Playing tag by running on deck, pushing into the pool, or any sort of skylarking is forbidden. Use good judgment in the water.

9. Glass containers of any type are prohibited at the pool deck level.

10. No one is allowed in pool who has: Fever, tuberculosis or other communicable disease, skin infections or is wearing a bandage or adhesive tape.

Infringement of health regulations are cause for suspension of pool privileges.

2. Pool, when open, is constantly under supervision of lifeguards.

d. Children:

- 1. Children under four years shall not use the main pool.
 - 2. Children over seven years shall not use the wading pool.

(Continued on page 34)

Anniversary Invitation Builds Dinner Business for Club

By William C. Wooddell, Manager

University Club of Akron Akron, Ohio

CELEBRATING the anniversary year of your club's founding can be turned into a profitable project if just a little extra effort and imagination are put into it.

At the University Club of Akron we celebrated our 50th anniversary last year and in connection with this event made use of an idea which stimulated member interest and therefore turned out to be a good business-builder for us.

We mailed to all members at the beginning of the year a double post-card asking them for the date of their wedding anniversary and suggesting that a pleasant surprise awaited them on that date. Then, preceding the event, an invitation was sent to the wife of the member asking them to celebrate by having dinner at the club. The wife's dinner was "on the house," but since parties ranged from two to 14 persons, the result was highly satisfactory and resulted in a substantial increase in dinner business.

The invitation which was sent out to the member's wife a few weeks before their anniversary read:

Congratulations on your wedding anniversary!

Your club is also celebrating an anniversary this year (its 50th) and we cordially invite you to dinner with our compliments.

You may want to invite your family and friends to come and celebrate with you . . . and remember, your own dinner is "on the house."

To add the right touch to your fes-

tivities, you may order at nominal cost a beautifully-decorated cake.

Simply telephone the club office to arrange a date for your anniversary dinner party.

Also in observance of our 50th year we placed a sign, which had the club seal and lettering done in gold on a black background, in a conspicuous place in the foyer and another over the main bar.

A cut was made of this information

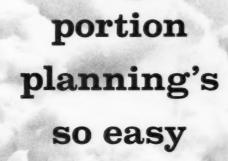
and was printed on all releases of club mailing, announcements, letterheads, our club publication, napkins and menus.

The climax of our celebration was a free buffet dinner and anniversary ball, restricted to members, near the end of the year. About 615 members and their wives attended the event. The tables, ballroom and dining area were beautifully decorated in gold for the occasion.

To climax their 50th-year celebration, the University Club of Akron held this free buffet dinner as a prelude to the anniversary ball. A profitable idea was incorporated into the celebration by asking members and their wives to celebrate their wedding anniversary at the club.



CLUB MANAGEMENT: FEBRUARY, 1960



with KRAFT'S INSTANT POTATOES!

Whether you need 150 portions for the meal-period, or only 10 to avoid run-out, Kraft's new Instant Potatoes are definitely your answer!

Dietitians, distinguished chefs and thousands of cooks have quickly gone from a trial case to a regular order basis. No wonder. For only 2¢ a portion (3-oz.), they can serve *Kraft Instant Potatoes*—fluffy mashed potatoes with the flavor—color—taste and texture of high-quality fresh Idahos.

"Now anyone," a food manager happily remarked, "can prepare mashed potatoes in a couple of minutes." One No. 10 (6-lb.) can of *Kraft* Instant Potatoes makes at least 150 3-oz. servings—without KP duty and perishable potato problems. They hold up beautifully on the steamtable.

There's a dramatic difference between Kraft Instant Potatoes and others. They're so excellent, and so economical and effortless to use, you can depend on them exclusively for all your mashed potato requirements. For sample packet, or trial order, see your Kraft man.



Serve Baked Potatoes in foil boats. For lip-smackin' flavor use Kraft Instant Potatoes and a sharp cheddar cheese, lik faft's Mohawk Valley brand. Broccol spears and a shoulder-cut lamb chop make this a banquet-type meal.

Duchess Potatoes, so easy to make with Kraft Instants, give this plate a feative touch, as do country gravy over breaded veal cutlet and carrots glezed with Casino dressing.

ls,

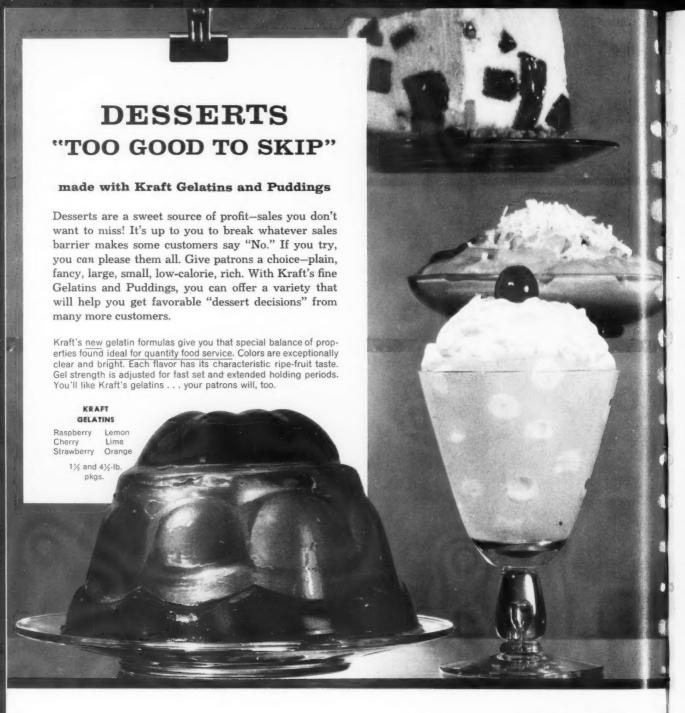
nd

as

rs

nt. ea

11



KRAFT FINE PUDDING AND PIE FILLINGS

Operators whose quality standards demand "the best" have put Kraft Puddings and Pie Fillings on their purchase lists. For these products are the finest of their kind. With them, you can make dozens of delicious yet *low-cost desserts*. Takes little time and less labor. Recipe cards are available from your Kraft representative.

 $\textbf{KRAFT PUDDINGS:} \ Chocolate, \ Lemon, \ Vanilla, \ Butterscotch, 1\% \ and 5-lb. \ pkgs. \ (Lemon \ 1\% \ and 5-lb.)$



on po

be

to

be

aı er

it

g

Pre-Season Planning

(Continued from page 16)

to 20 and such sessions are usually one or two hours in duration.

Lessons should be entered in an appointment book and a written reminder of date and time given to the pupil or parent. This can be done easily on a 3 x 5 card. It is a normal policy to charge for lessons in the event of missing an appointment unless sudden illness occurs. Such a policy should be stated at the outset of any new lesson appointments with new pupils. Lessons may be cancelled by a 24-hour notice, thereby giving the instructor sufficient notice to replace the cancelled time.

Inclement weather causes instructors trouble. Doubtful weather conditions should be decided by telephone before lesson time. Rain or storms (unless of short duration) should automatically cancel lessons.

Families who desire lessons for the entire summer should be given early attention as to their selection of choice lesson time available. These then can be made regularly such as every Tuesday, Thursday, and Saturday at 10 a.m. This regularity improves the personal attention and guidance given by the instructor and also helps the student progress. Too, it enables families to work out regular car pools. Families may schedule other activities during the week around their regular pool lesson program. All instruction should be given as scheduled. When a pupil arrives late for instruction, he should be the one penalized and thereby receive a shorter instruction period. Don't penalize the pupils who follow and are on schedule by shortening or delaying their instruction.

During the lesson program the swim pro may be able to develop and motivate youngsters into taking part in watersports activities such as ribbons races, novelty events, etc.

Swimming Clinic

A meeting early in the season in the clubhouse, at which time slow motion movies of famous swimmers and divers are shown and explained on loop films, is a way to develop better skill and interest. Ages from six to 60 seem to enjoy such a session. A junior telephone calling committee, at work a few days before, can develop good interest and attendance. (Coming: Special Events.)

Coming in March
CMAA Conference Issue



BEEFEATER BEEFEATER



Beefeater—symbol of integrity in British tradition and in the finest English Gin ... unequalled since 1820

BURROUGH'S

BEEFEATER GIN

Imported by KOBRAND CORPORATION, New York 1, N.Y. 94 Proof, Distilled from Grain





William W. Cook

William W. Cook, manager of the Illini Country Club, Springfield, Ill., and president of Illini Chapter, died December 31 last year at the age of 57. He had been under a doctor's care.

Before taking over the management of Illini Country Club, Mr. Cook was manager of Evansville (Ind.) Country Club.

He was born December 8, 1902, in Corydon, Ind. Mr. Cook is survived by his wife, Norine; one daughter, Jean; his mother, Mrs. W. E. Cook; two sisters; and three brothers.

4 4 4

Robert M. Bernnard, manager of the Spokane (Wash.) Country Club and regional director of CMAA, recently was elected president of the Federation of Clubs in Washington.

Serving with him will be: Vice president, James A. O'Conner, Wenatchee attorney; secretary, C. L. "Buck" Swan, past president of the Federation and regional director of the Supreme Order of Moose; and treasurer, John F. McCarthy, auditor and assistant manager of Washington Athletic Club, Seattle.

Mr. Bernnard assumed management of the Spokane Country Club January 1 after five years as manager of the Tacoma (Wash.) Country and Golf Club. Valley Country Club, Hazleton, Pa., was destroyed in a fire that broke out on Thanksgiving day of last year. Loss was estimated at about \$200,000.

The main building, containing a bar, two dining rooms, locker rooms, kitchen, lounge and basement was in ruins after about three hours, despite the efforts of three fire departments.

Firemen drained the club's 40- by 80-foot swimming pool, located on an elevation at the back of the club, but still were hampered by a lack of water.

Three years ago the club was completely refurnished and recarpeted and last winter new equipment was installed in the kitchen. It was thought by club officials that the fire may have started in the basement heating plant located near the center of the frame and stucco building.

John V. Sacco is manager of the club, which has a membership of 350. Plans are being made for a new clubhouse and swimming pool to cost approximately \$350,000.



Howard E. Rodgers

Howard E. Rodgers, former manager for five years of the South Bend (Ind.) Country Club, has been appointed manager of the Indian Hill Club, Winnetka, Ill.

Mr. Rodgers and his wife, Alberta, will be living at the club, assuming management the first of this month.

Mr. Rodgers started in the club field in 1926 at Portage Country Club, Akron, Ohio, working for 12 years under the manager, Norman G. Plumer, one of the charter members of CMAA. Mr. Rodgers has been manager of several Midwestern country clubs.

The Rodgers have a son, Howard, Jr.; a daughter, Linda Louise; and two granddaughters.

* * *

Manager Harold T. Hueber, The Country Club, Brookline, Mass., and his chef stand near one of the elaborate ice carvings the chef created for the annual meeting of the club held December 7. About 350 members attended the cocktail party (cocktails and hors d'oeuvres "on the house") and buffet. Among items featured at the buffet were: Double Consomme au Sherry, Lobster a la Newburg on Toast Points, Roast Round of Prime Beef, Fresh Striped Bass Neptune, Roast Young Tom Turkey with Smithfield Ham Glace, Ox Tongue Ecarlate, Lobster Parisienne and Mousse of Pheasant en Aspic.



CLUB MANAGEMENT: FEBRUARY, 1960

A tempting variety of condiments—

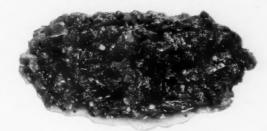
(The Sexton quality kind)



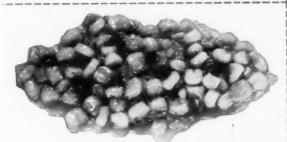
Sweet Cucumber Circles



Sweet Relish (COARSE CUT)



Sweet Pepper Relish



Corn Relish



Home Style Quartered Pickles



Tiny Sweet



Sweet Mixed

Sexton quality condiments are a special blend of original recipes and the very best of ingredients. This combination adds extra zest to menu items that keeps customers coming back again and again. Choose Sexton condiments for the largest variety, the highest quality and the best in flavor.





Jules Cates, past regional director of CMAA and president of Pelican State Chapter, has been appointed manager of the Shreveport (La.) Petroleum Club, effective March 1.

Mr. Cates has been manager of the East Ridge Country Club in the same city since 1956. Before that he served as manager of Oak Cliff Country Club, Dallas, for two years; Hardscrapple Country Club, Fort Smith, Ark.; and as auditor and assistant manager of Oak Hills Country Club, San Antonio.

Mr. Cates and his wife have two children.

Emil V. "Mel" Fraccaro recently was appointed manager of Ravisloe Country Club, Homewood, Ill.

For the past three years Mr. Fraccaro was associated with W. A. Taylor & Company as club representative in the Chicago metropolitan area. Before that he was general manager of Olympia Fields (Ill.) Country Club and prior to that he was manager of Park Ridge (Ill.) Country Club.



Paul Davis has resigned as manager of the Milwaukee (Wis.) Elks Lodge after 11 years with the club.



An impromptu party was given in honor of Joseph Pentenero, manager of Elmwood Country Club, White Plains, N. Y., and Thomas F. Farley, Winged Foot Golf Club, Mamaroneck, N. Y., on December 10 at Hampshire Country Club, Mamaroneck.

About 75 members, wives and guests of Metropolitan Chapter gave the party for Mr. Pentenero, who is retiring to Sarasota, Fla., after 14 years as manager of Elmwood, and for Mr. Farley, who took over as general manager of Baltimore Country Club at the first of this year.



Charles J. Gundel

Charles J. Gundel has announced his resignation as manager of Indian Hill Club, Winnetka, Ill., after 61/2 years at the club.

Coming to the U.S. in 1929, Mr. Gundel was associated with the Everglades Club, Palm Beach, Fla.; the Biltmore Hotel, "21" Club, Ritz-Carlton Hotel, all of New York City; and was concessionaire of the restaurant in the Hungarian Pavilion at the New York World's Fair.

In 1941 he acquired ownership of Hapsburg House, New York City, and after selling it he became manager of Jumping Brook Country Club, Neptune, N. J., and Whitehall Hotel, Chicago.



Fred W. Sayles, of San Diego, Calif., died recently according to a report received from CMAA.

Mr. Sayles is survived by his wife, Hazel.



At the testimonial dinner party given by Metropolitan Chapter from left to right are: Co-host, James L. Nolletti, Davenport Shore Colub, New Rochelle; Robert F. Carney, Larchmont Yacht Club, who moved to Winged Foot Go!! Club, Mamaroneck, at the beginning of the year; guests of honor, Joseph Pentenero, who is retiring to Florida after 14 years as manager of Elmwood Country Club, White Plains, and Tom Farley, who took over as general manager of Baltimore Country Club the first of January; and Host Peter A. D'Angelo, Hampshire Country Club, Mamaroneck.

Photo, Courtesy of the Daily Times, Mamaroneck, N. Y.





HOUSE of LORDS GIN

does so much more for a martini

A Martini takes on a very special quality when made with Booth's House of Lords gin. You can actually tell the difference in the dark.

DISTILLED FROM 100% GRAIN NEUTRAL SPIRITS . 86 PROOF

IMPORTED BY W. A. TAYLOR & CO., N. Y., N. Y. . SOLE DISTRIBUTORS FOR THE U. S. A.



CLASSIC MARBLE

VINYL PLASTICS INC

VPI VINYL FLOORING resists indentation to a remarkable degree and recovers its smoothness faster than a duffer can replace a divot. Handsome as well as hardy, it accommodates equally well to lounge, lobby or locker room. CLASSIC MARBLE, as shown, bears a close resemblance to actual stone and, like all VPI patterns, rates far above par in ease of installation and maintenance.

WRITE FOR FREE ILLUSTRATED LITERATURE AND SAMPLES

Manufacturers of Prestige Quality Ultralast, Vinylast, Terralast and Moonglow Vinyl Flooring VINYL PLASTICS INC. □ 1825 ERIE AVENUE □ SHEBOYGAN,8 WISCONSIN



Jack J. Rosemond

Jack J. Rosemond, former manager of the Richmond Country Club, Manakin, Va., has been named general manager of Valdosta (Ga.) Country Club.

Mr. Rosemond assumed management of the new \$350,000 club at the first of December last year.

Edward G. Michaels has been named manager of the new World Trade

Club, located on the third floor of the World Trade Center, San Francisco. He assumed his duties January 15.

Mr. Michaels, former manager of Press-Union League in the same city, has been affiliated with the Matson Navigation Company, the Arlington Club, Portland, Ore., and sailed as chief steward on troop transports for the Maritime Service during the war years. He received his training at the Restaurant Hiller and Hotel Adlon in Berlin, Germany.

Organization of the bar, dining facilities and personnel of the club is being done by Mr. Michaels. The club is scheduled to begin operation April 1 and was organized with the purpose of promoting world trade through the Golden Gate.

4 4 4

Mrs. Mary Canfield, wife of Russell Canfield, Willow Brook Country Club, Tyler, Tex., wrote to us saying she had just received the 100th get-well card from club manager friends and wives while she was in Baylor Hospital, Dallas, for the second year during Christmas week. Mrs. Canfield spent Christmas at her home, but then had to return to Baylor for further treatment.



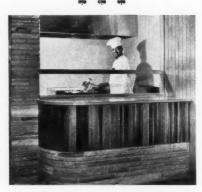
J. D. Heari

Jack Dalton Hearn, former general manager of the Pelham (N. Y.) Country Club for two years, recently was named general manager of Park Country Club, Williamsville, N. Y.

From 1953 to 1957 Mr. Hearn was general manager of Marion (Ohio) Country Club. He graduated from the school of hotel administration of Cornell University and served in the navy for a period.

Mr. Hearn, his wife and three children, a girl, Stacy, 5, and two boys, Garry, 2½, and John, 8 months, are living in Williamsville.





The chef of the University Club of Peoria, Ill., lifts a steak from the new glassed-in grill recently constructed at the club. The grill is in full view at the north end of the grill room. J. A. (Jim) Sherertz is manager of the club.

Don R. Boyd, his wife, Kathryn, and their daughter, Betsy, 19, of Highland Golf and Country Club, Indianapolis, were featured recently in an article in the local newspaper.

For the past holiday season Mr. Boyd made a mechanical Santa Claus out of chicken wire for the front entrance of the club.

Mr. Boyd and his wife are supervising the construction of a new private (Continued on page 46)

PREMIX

the greatest advance in dispensing carbonated beverages since bottles!

PRE-MIX is your assurance of



Pre-mix is a method of dispensing your favorite carbonated beverages (soft drinks) in bulk quantities. Pre-mix has the same high quality that you expect in a bottled beverage because it is the same beverage... prepared by your local bottler using specially filtered water, proper carbonation controls and exact syrup ratios. As a result your customers enjoy a beverage that is as consistently pleasing and satisfying as if it were poured from a bottle.

But because *pre-mix* is delivered in bulk you can forget the fuss of bottles and all their associated problems. You can also eliminate the time and labor needed for storing, stocking, cooling . . . and disposing of bottles. And there's never any glass breakage with *pre-mix*.

Pre-mix not only saves time, it saves work and also space. Pre-mix does for carbonated beverages what bulk milk dispensers do for milk. The equivalent of over 4 cases of bottled carbonated beverages are delivered in a single stainless steel container. The container keeps the beverage at perfect carbonation, fresh, lively, sparkling. You serve drinks quickly, conveniently, as you need them, as simply as drawing water from a tap.

Investigate pre-mix today . . . it's the modern way to serve quality carbonated beverages. Write for free information and the name of your nearby bottler who features PRE-MIX.



Mr. Alfred N. Hill (at left with Cornelius Cold Drawer), Manager of the Fort Wayne Airport Terminal Lounge, says: "Pre-mix has simplified our club's beverage service to a degree I never thought possible. Every drink we serve has the flavor, freshness and purity of a bottled beverage and all we do is open a valve for serving. Pre-mix is a great work saver and customer pleasing innovation."

Cornelius products for cooling and dispensing pre-mix carbonated beverages







SUPER-SERVE ELECTRIC DISPENSER





THE CORNELIUS COMPANY

201 OAK STREET, ANOKA, MINN.



A TISCH HOTEL • CHARLES CRADDOCK, Gen. Mgr. • OCEANFRONT, 96th TO 98th STREETS • BAL HARBOUR, MIAMI BEACH, FLORIDA

Sunshine State

Chapter Section

Miami Extends Invitation for Future Conference

Sunshine Chapter Leads the Way in Education

THE Sunshine State Chapter of the Club Managers Association of America was born on May 2, 1949, when an organizational meeting was held in Melbourne, Florida. Two months later, on July 11 and 12, the chapter was presented its charter at a meeting held at the new Gainesville

Golf and Country Club.

The first president, who held his office for three terms, was Corwin Gelwick, at that time manager of Gainesville Golf and Country Club. Other officers elected, and their clubs then, were: Jefferson S. Craft, Savannah (Georgia) Country Club, vice president; Ellis "Doc" Perkins, Sarasota Bay Country Club, secretary; Harry C. Holt, Lakewood Country Club, St. Petersburg, treasurer. Directors included Clark W. Upp, Pensacola Country Club; P. H. Rodgers, Timuquana Country Club, Jacksonville; Sherman P. Hamlett, Florida Yacht Club, Jacksonville.

Charter members included, in addition to the above: Charles E. Mays, Rollins College, Winter Park; George Glasford, Student Club, University of Miami; Charles E. Gobat, Coral Gables Elks Club; Henry C. Anderson, Century Club, Coral Gables; W. R. Cunningham and George L. Miller, Country Club of Coral Gables.

The new chapter was beset with problems at the first. Because of the seasonal operation of some of the clubs there was an annual change of managers and thus membership. Attendance at meetings created a travel

problem because the length of Florida is more than 800 miles. One of the problems was solved by holding sectional meetings in Jacksonville and Miami, but this made quite a "traveling salesman" out of the president.

The Sunshine State Chapter has always been active in CMAA affairs, and its officers and directors have encouraged educational meetings. Generally an authority in some phase of club operation is scheduled for the bi-

monthly meetings.

Probably its most important single contribution to the profession of club management was the chapter's participation in the setting up of a curriculum in club management at the University of Florida in Gainesville. Under the leadership of Mr. Gelwick, plans were formulated during 1951, and in the fall of 1952 the course was officially opened, the first such course offered at any major university. Faculty advisor for the club course at that time was Dave Anderson, now manager of the Pensacola Country Club.

In October, 1952, another first was added to the accomplishments of the Sunshine State Chapter when the first annual conference on club management was held at Gainesville. For the first time on record management and club officialdom sat in joint session and tried to thrash out problems

of club operation.

Always active at the annual conferences of the CMAA, the Sunshine Chapter has offered an invitation to hold a future meeting in Miami and

hopes it will have the opportunity of playing host for an educational and recreational meeting soon.

Climate-wise, Florida and the Miami area are unusually attractive for a conference in January or February. The average temperature in South Florida for both months is 66.

Though most of Florida lies in subtropic latitudes, the whole state benefits from an unusual insular location. It is cooled by breezes off Gulf of Mexico and Atlantic Ocean waters and thousands of inland lakes.

For boating, fishing, golf and swimming there is no closed season in Florida. And nowhere on this continent are resorts and sports so nu-

merous.

Hundreds of miles of white, sandy beaches line both the Atlantic and Gulf coasts, and no point in the peninsula is more than 70 miles from the sea. Thirty thousand named lakes dot the state and winding rivers abound. Boats, from small skiffs to palatial yachts, are almost as common as bicycles.

You can water ski on placid lagoons, troll for big game fish in the Gulf or Atlantic, and a hundred places in Florida rent skin diving equipment.

You can adventure in Florida's mysterious Everglades or national forests, hunt for ducks, quail or deer and play golf on championship courses. You can enjoy horse racing, dog racing, automobile racing, the exciting sport of jai-alai and numerous other tourist attractions.

Florida Clubs Have Busy Programs

WITH weather that demands clubs stay open throughout the year, Florida clubs are unusually busy operations and the state boasts some of the fine clubs of the country. Here is a roundup of many of these clubs, the managers of which are members of the Sunshine State Chapter.

Country Club of Coral Gables, which has been managed by Robert Yoxall for the past eight years, has 2500 members, initiation fees of \$100 and dues of \$78. The club, which was founded in 1936, has tennis courts and activities including frequent dances and bridge tournaments. It is interested in reciprocal agreements with other clubs.

St. Petersburg Yacht Club was founded in 1909 and today has 1800 members. It has initiation fees of \$150 and dues of \$90. The club has facilities for both sail and power boats and it recognizes any private yacht club membership card that appears in Lloyds Register, as far as reciprocal arrangements are concerned. Earl W. Sasser, chapter president, has been manager for two years.

Seminole Club, Inc., has initiation fees of \$100 and dues of \$120 for its 554 members. W. P. Burr has been manager of the club for 26 years. Founded in 1887, the club has a gymnasium, handball court, health room and solarium. It is interested in reciprocal agreements with northern clubs. It is in Jacksonville.

Westview Country Club, founded in 1947, has 300 members. It has initiation fees of \$4000 and dues of \$60 per month. The club has swimming pool facilities. Henri DeSoto has been manager for five years of the Miami club.

Florida Yacht Club was founded in 1876. Manager Karl L. Wecker has



Country Club of Coral Gables

been with the club for three years. Initiation fees are \$480 and dues are \$16 for the 850 members. The club has a swimming pool, tennis courts and yachting facilities and is interested in reciprocal arrangements. It is in Jacksonville.

Beauclerc Country Club, which has tennis court, swimming pool, golf, handball and steam and massage facilities, is interested as far as reciprocal agreements are concerned. The club, founded in 1952, has 288 members. Initiation fees are \$2400 and dues are \$540. Ray W. Curran, Jr., has been manager for five years of the Jacksonville club.

Ponte Vedra Club was founded in 1945 and today has 4500 members. It has a swimming pool, tennis courts and an 18-hole golf course. The club has had Luther N. Grimes as its manager for the past four years. There is no initiation fee; dues are \$100.

University Club of Tampa, a downtown private luncheon club, has 375 members. It was founded in 1945. Initiation fees are \$150 for active members and \$75 for non-residents. Dues are \$11 and \$5.50, respectively. Mildred R. Hart has been manager for three years.

San Jose Country Club, with Jefferson S. Craft as manager for the past ten years, has a membership of 760. Mr. Craft is a past regional director of CMAA. Founded in 1947, the club has initiation fees of \$900 for golf memberships and \$600 for house memberships. Dues are \$22.50 (plus tax) for golf and \$12.50 (plus tax) for house. A swimming pool, golf course and tennis courts are facilities provided. It is located in Jacksonville.

Timuquana Country Club in Jacksonville was founded in 1923 and has a swimming pool and tennis courts as well as a golf course and a dock for yachts. H. Bertram Manning has been manager since August, 1959.

Pasadena Golf Club in St. Petersburg is managed by M. L. Boswell who has been there for nine years. The club, founded in 1925, has 770 members, no initiation fees and dues of \$162.50. Included among its facilities is a swimming pool.

Coral Ridge Country Club, founded in 1954, is located in Ft. Lauderdale. Its 400 members pay \$1000 initiation fees and \$420 dues. The club, which has a golf course, is managed by Robert W. Hines who has been there four and a half years.

Lakewood Country Club in St. Petersburg boasts an A.A.U. swimming pool and an 18-hole champion-

A large and attractive cocktail lounge with an adjoining sunken bar, shown above, has been completed recently at the St. Petersburg Yacht Club. A wood burning fireplace in the center of the bar is one of its features.



Friends of Sunshine State Chapter Club Managers Association of America

"Go Modern—Go Electric"

FLORIDA POWER CORPORATION

St. Petersburg, Florida

HAVA TAMPA CIGAR COMPANY
Tampa, Florida

PINELLAS SEAFOOD COMPANY
St. Petersburg, Florida

MONARCH FINER FOODS

Division of Consolidated Foods Corp.

Jacksonville, Florida

SEALTEST SOUTHERN DAIRIES DIVISION

St. Petersburg, Florida

QUALITY FOODS

Catering Hotels, Clubs, Schools and Restaurants

910 Whiting Street Tampa, Florida

SOFT WATER LAUNDRY, INC.

St. Petersburg, Florida

SCHIRO BROS.

Peel White Potatoes and Produce
2702 7th Avenue Tampa, Florida

UNITED PRODUCE, INC. OF ST. PETERSBURG

St. Petersburg, Florida

LOUIS WOHL AND SONS, INC.

Planners and Designers
of Complete Modern Club
and Restaurant Equipment

17th Street and 6th Ave. Tampa, Fla.

ILER'S WHOLESALE FOODS, INC.

St. Petersburg, Florida

ship golf course. It has 500 members, initiation fees of \$120 and dues of \$300. Basil de Long is the manager and he has six years service with the club. The club, founded in 1923, is interested in reciprocal agreements with northern clubs.

Palma Ceia Golf & Country Club, Tampa, was founded in 1916 and today has 700 members. Initiation fees are \$500 with \$15 monthly dues. Burks L. Hamner, Jr., has been manager for three years. Facilities include golf and swimming and the club is particularly interested in reciprocal agreements with southeastern clubs.

Sarasota Yacht Club, which has docking facilities, is managed by John W. Fletcher, who has been there one and a half years. The club was founded in 1926, has 700 members, initiation fees of \$300, dues of \$100 and gives guest privileges to members of yacht clubs listed in Lloyds Register.

Pensacola Yacht Club was founded in 1908 and has 437 members who pay initiation fees of \$50 and dues of \$180. James E. Lawrence, manager, has been at the club for four years, and facilities include a swimming pool, tennis courts, boats and docks.

Bradenton Country Club, where

"Doc" Perkins is manager, was founded in 1924, and originally was named Palma Solo Country Club. During the 1930's the club saw such notables as Dizzy Dean, George McManus, creator of the comic strip Jiggs, and Ely Culbertson enjoy its facilities. Today the club is in a modernization program which already has seen the building of a swimming pool, lengthening of the golf course and the laying of a fairway watering system.

Rivieria Country Club of Coral Gables is mainly concerned with golf although it has a swimming pool and

tennis courts and specializes in catering the outside member parties. Founded in 1945, it has 800 members, initiation fees of \$360, dues of \$360 and stock certificates of \$1000. Manager Arnold J. Wall has been there ten

The River Club, Jacksonville, was chartered in 1955 and today has about 1000 members. It is located on the 19th floor of the Prudential Building and affords a panoramic view of Jacksonville and vicinity. The club is essentially an executive businessmen's club serving luncheon and dinner

n

eth

Dre

WE

me

00

the

wl

an

C

84

W

B

Bradenton Country Club.





dramatically increased production to assure a steady supply. Watch for the greatly vantage of the growing Scotch market...by calling your Long John distributor...today.

86 PROOF BLENDED SCOTCH WHISKY . DREYFUS, ASHBY & CO., INC. . SOLE U. S. IMPORTERS . NEW YORK, N.Y.



Tampa Yacht and Country Club.

only, and its objective is to encourage and foster the maintenance of high ethical standards in business and the professions. Manager is H. J. Antonisse.

The Tampa Yacht & Country Club was founded in 1904 and has a present membership of 750. During the past year it has spent approximately \$50,000 in the building of a new patio and the entire refurnishing of the bar which is called the "Quarterdeck" and the adjoining room, named the "Captain's Room." Initiation fee is \$400 and monthly dues are \$18. Clarence Hoover, manager, who has been with the club for the past ten years, recently has signed a new contract for five more years.

Carlouel Yacht Club in Clearwater Beach recently celebrated its 25th anniversary with a brilliant dinner dance. Still limited to 300 members, the club, which was founded in 1934, now operates 12 months in the year. Many of the dining and lounge rooms were redecorated this past year and other improvements are planned next summer. Two of the club's famous events each year are the "Sasparilla" held in March or April which takes as its theme the South Seas, a world cruise, "The King and I," or a pirate expedition. Oyster roasts are another kind of party very popular with the members. Allan W. Calef is club manager.

The Surf Club in the heart of Miami Beach is one of Florida's famous clubs. Founded in 1929 and with a limit of 700 members most of whom live in the north and east, the club operates only during the winter season, but it operates nearly 24 hours a day with a glamorous social schedule during those months. Galas—the

club's fantastic and fabulous parties—are famous the world over. Alfred I. Barton, one of the founders of the club and its first manager, is still executive vice president and secretary. Granville Hollenbeck is manager.

Capital City Country Club, located in the state's century old capital, Tallahassee, recently was constructed by a syndicate of prominent businessmen at a cost of \$325,000 exclusive of surrounding pools and 18-hole golf course. The building is split-level and commands a view of the \$50,000 L-shaped swimming pool. Facilities also include lounge, dining room, grill, terrace, locker rooms and 19th Hole. Manager is W. L. "Bill" Nixon.

The Clearwater Country Club, which emphasizes golf, was founded in 1920. Manager Leland F. Drew has been at the club for four years and its 400 members pay \$100 initiation fees and dues of \$135.

Rio Pinar Country Club, Orlando, boasts one of the largest pools in central Florida. The unusual pool is in the shape of the state. Other facilities include tennis courts, an 18-hole golf course and a nine-hole pitch and putt course. Manager Richard C. McCarthy has been there since April of last year and the club officially opened in May. The 800 members pay \$300 in initiation fees and \$192 dues.

Pensacola Country Club, one of the

Florida-West Coast

Most Complete

HEYWOOD'S, INC.

HOTEL, CAFE, BAR AND FOUNTAIN EQUIPMENT

SARASOTA, FLORIDA

Just Completed Kitchen Bradenton Country Club

PHEASANTS

for your Regular Menu and Special Parties

Write, Wire, or Phone:
South Dakota
PHEASANT Co.

CANTON SOUTH DAKOTA





older clubs in the state, was founded in 1900 and today has 600 members; initiation fees are \$300 to \$500 with monthly dues of \$21.60 including tax. The club, which grants privileges to members of other private clubs, has a swimming pool, tennis courts and a golf course. J. Dave Anderson is the manager and has been there five years.

Ft. Lauderdale Country Club, Inc., which has 36 holes of golf, was founded October 1, 1957, and has 600 members. Initiation fees are \$1,000 with dues of \$150 to \$200. E. R. Thomas, the manager, has been there two years.

Lauderdale Yacht Club, Ft. Lauderdale, is managed by William A. Tucker, immediate past president of the Sunshine State Chapter. The club was founded in 1938 and has 650 members who pay \$1000 initiation fees and \$300 dues. It has a swimming pool, docks and boats.

Plan Before Building

(Continued from page 17)

- 3. Children eligible for the main pool who are unable to swim will not be permitted in the main pool at any time unless taking swimming lessons or unless accompanied by parent or other responsible adult.
- 4. Children age seven to 14 who

have passed the director's swimming test may use the main pool during the hours allowed for that group unaccompanied by parent or adult. The director for that group shall be the sole judge of the child's ability to swim.

 All children under 14 must leave the pool area by 5:30 p.m. unless accompanied by an adult.

- 6. No nurses, maids or other employes of members will be permitted in lieu of the parent.
- Children under 16 are not permitted on the upper sun deck.
- e. Additional health and safety rules:
 1. Swimming is permitted only when the director or a lifeguard is on duty.
 - guard is on duty.

 2. No dogs or other animals will be permitted in the pool area.
 - 3. Nothing shall be taken into the pool which tends to pollute the water or is hazardous to swimmers. Use of toys and swimming accessories, i.e., flippers, goggles, balls, etc., shall be discouraged and shall be allowed only upon specific approval of the director.
 - Members and guests are not to bring mats, chairs or other items of lawn equipment into the pool area. They are to use country club equipment
 - country club equipment.

 5. Area below diving board is to be kept clear at all times.
 - All accidents, however minor, are to be reported to the director or life-guard on duty.

- Immediate attention should be given to director or life-guard on duty at sound of whistle.
- f. Guests:

 A guest must be introduced and accompanied by a pool member who is responsible for the registering, charges and conduct of his guest; and no guest, whether sponsored by one or more members, may use the pool more than three times a season. The guest fee is \$1.50 per person per day, Monday through Friday, and \$2.50 per person on Saturdays, Sundays and holidays. Exception is made for visiting house guests or pool members for whom guest card privileges are available on a weekly basis
- g. Dress and Towels: Children under 14 shall dress in the pool locker rooms at all times. All others shall dress in the pool locker rooms except that members having lockers in the main clubhouse may change there if a robe and slippers are worn to and from the pool. Paper slippers are not permitted. Bathing attire shall not be worn outside the pool area except as above.

only. The weekly rate is \$7.50 per

person.

- One towel will be issued to each person registering at the pool. Used towels are to be deposited in the receptacle before leaving the pool area.
- h. Food and Beverages: Food and beverages served by the snack bar shall be eaten in the snack bar area only; no food or beverage shall be brought to the

in



pool level except on special club occasions. No glass or breakable containers shall be brought into any part of the pool area.

The operation of the snack bar shall be under the direct supervision of the club manager. All snack bar transactions are to be in cash except for regular club members who may sign chits. Pool area is to be kept clean. Use the containers provided for paper cups and other refuse.

i. General Rules:

 Accident or Loss: Every precaution will be taken for health and safety and for the protection of personal belongings but the club is not responsible for accident, injury or loss of any kind.

Rule Change: These rules may be changed from time to time as experience indicates. Changes will be posted on pool bulletin board.
 Suggestions: All suggestions re-

 Suggestions: All suggestions regarding pool operations, rule changes, etc., shall be made in writing through the pool committee.

4. Violations of Rules: The pool committee has the right to suspend the pool privileges of any adult or child who does not comply with these regulations or with the instructions of the director.

In conclusion: It can be seen that in order to make a swimming pool a success for the club, plans must be well thought-out and efficiently carried out in all three major areas: organization, construction and operation.

Abe Zahler Dies

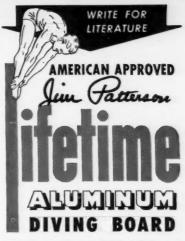
Abe Zahler, president and founder of Claremont-Majestic Employment Service (Agency), Inc., and Jerry's Employment Service (Agency), Inc., died December 19 last year at the age of 58.

Pool Building

Especially active in the club poolbuilding field in the last two years has been the Midwest Pool & Court Co. of St. Louis.

Among recent jobs were Bellerive Country Club, St. Louis; Oakcrest Country Club, Springfield, Ill.; Jackson Country Club, Carbondale, Ill.; Creve Coeur (Mo.) Country Club; Illini Country Club, Springfield, Ill.; Quincy (Ill.) Country Club; Meadowbrook Country Club, St. Louis; Warson Woods (Mo.) Country Club; Scott Air Force Base (Ill.) Officers Club; and Pike Country Club, Louisiana, Mo.

For more information write Dept. CM, Midwest Pool and Court Co., 1206 N. Rock Hill Rd., St. Louis 17,



World's Finest Official Board
Rugged Aircraft Girder Construction,
Unequaled in Design, Durability and
Performance by any board built today.
Exclusive International Distributors





28 years of daily jolts, knocks and strains ... yet strong and serviceable as ever!

The story of Hilton Hotels' experience with HOWE Folding Tables

Hard usage is an everyday occurrence in the life of a HOWE table. Those at New York's Waldorf-Astoria, a Hilton Hotel, have already seen up to 28 years service! What makes these tables so lasting?

 Riveted and welded, high-grade carbon steel chassis constructed around heavy steel angle iron rails run the full table length. This flexible chassis makes HOWE tables self-leveling.

• 1½" square tube steel legs individu-

ally corner braced for flexible strength at points of greatest strain.

 Aluminum flush edge is riveted to solid, sheet plywood tops. Butted against each other, HOWE tables form an unbroken, one-level dining surface.

HOWE Tables support 2,000 lbs. Lightweight, they are handled by one man.

HOWE FOLDING FURNITURE, INC.

1 PARK AVENUE, NEW YORK 16, N. Y.

If it folds—ask HOWE!

Free!	Choose from over 170 HOWE units For illustrated literature, act now!
Name	
Title	
Hotel	
Address	

since 1830 makers of furniture for public use

THONET

write for illustrated material. THONET INDUSTRIES INC.

One Park Avenue, New York 16, N.Y.

SHOWROOMS: New York, Chicago, Detroit, Los Angeles,

San Francisco, Dallas, Miami, Statesville, N. C.



Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

February, 1960

15—Withholding tax and Federal Insurance Contributions Act taxes: The sum of tax withheld from wages during January, 1960, and employer tax and employe tax under the Federal Insurance Contributions Act for January, 1960, if more than \$100, payable to an authorized depositary. Return on Form 450.

Exempt corporations: Information return on Form 990 or 990-A due from certain exempt corporations with accounting periods ended September 30, 1959.

28—Information returns: Annual report, Form 1099, of payments of interest, rents, etc., due.

Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for January, 1960, if more than \$100, payable to an authorized depositary. Return on Form 537

March, 1960

15—Withholding tax and Federal Insurance Contributions Act taxes: The sum of tax withheld from wages during February, 1960, and employe tax and employer tax under the Federal Insurance Contributions Act for February, 1960, if more than \$100, payable to an authorized depositary. Return on Form 450.

Exempt corporations: Information return on Forms 990 or 990-A due from certain exempt corporations with accounting periods ended October 31, 1959.

br

ch

Pe

31—Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for February, 1960, if more than \$100, payable to an authorized depositary. Return on Form 537

New York Tax Revision

A modified ruling has been issued by the New York State Tax Commission releasing many employees from withholding on the value of food and lodging provided employes in connection with their employment and from reporting that amount to the State Department of Taxation and Finance.

The new ruling applies mainly to employers of clubs, hotels, resorts and restaurants where food, lodging and maintenance customarily are furnished to employes. It is limited to cases in which withholding is not required under the 1954 Internal Revenue Code.

Let's Compare Menus

THE unique Bogey Golf Club of St. Louis was the scene of a recent club managers meeting at which an interesting and outstanding dinner was served.

Unique in the sense that the club boasts only 50 members, most of whom make up the basis for the "Blue Book" of St. Louis industrial and society leaders, serves no regularly scheduled meals but prepares lunches and dinner only to order upon advance notification and reser-



This beautiful table complementing the roast pheasant dinner was discorated with four center pieces of fall flowers with baby pheasants, two mounted pheasants, and a tall basket of fresh fruit with Christmas decorations, with trimmings of fern, colorful leaves, etc.

vation, the Bogey Golf Club has long been noted for fastidious dining and outstanding food preparation.

Host manager for the meeting was Rene De La Torre; Chef Henry N. Center prepared the meal:

Clam Chowder Roast Pheasant, Royale Currant and Brandy Sauce Brandied Sweet Potatoes Souffle, With Marshmallows Zucchini Provencale au Parmesan Hominy

Endive, Romaine and Avacado Salad Camembert, Liederkranz and Roquefort Cheeses Orange Souffle

Cream Brandy Sauce Liqueurs, Demi-Tasse and Cigars Wines: Liebfraumilch Blue Nun, 1955; Chablis, Premier Cru, 1955; Moselle, Bernkasteler; Champagne, Brut.

Roast Pheasant Royale: Prepare pheasant and roast, basting with pale dry sherry mixed with small shot of brandy. While roasting make sauce of ½ pound of butter, 1 quart regular cream, flour to thicken, 3 to 4 tablespoons chicken base, 1 cup of currants, 1 to 11/2 gallons of water, Ac'cent and drippings from roast for wine and brandy flavor. Cook until light in texture. Carve pheasant and place in pan with breast down. Pour sauce over pheasant and roast for 45 minutes. Serve.

Brandied Sweet Potatoes Souffle: Boil potatoes with jackets on for 30 to 35 minutes (should still be solid). Peel and quarter. Make sauce of 4 lemons peeled and cubed, 4 oranges peeled and cubed, 5 cups of sugar, ½ teaspoon egg yellow shade, 3 tablespoons vanilla, ½ pound of butter, 2 teaspoons nutmeg. Pour sauce over

The Inside Story Of Hotel Life



Here is a book based on the author's personal experiences working in practically every hotel department. From tales that are exciting, funny and often hairraising, the story runs the gamut from crises to heart-warming anecdotes.

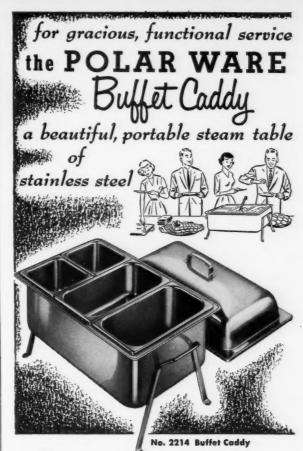
If you've ever worked in, visited or plan to visit a hotel—or if you simply want to be lavishly entertained—be sure to read BED, BATH AND BEDLAM. You'll be startled, amazed and far wiser than you were before you opened the pages of this dramatic and revealing book.

Autographed copies on request Mail this coupon today

A. R. d'Albert, 1516 Warrensville Center Rd., Cleveland 21, Ohio Please rush me copies of Bed. Bath and Bedlam at \$3.75 each.

Payment enclosed Send C.O.D. I'll pay postage

Name Address



Add to the good taste of your buffet functions with this carry-in server that so completely meets the need of any occasion . . . for hot or cold service, indoors or outdoors.

Because over 100 combinations of inset pans are possible, the Buffet Caddy gives you full flexibility in



the arrangement of menus. For cold service the Caddy can be packed with ice; for foods that are to be served warm, Sterno cans are placed in the removable cups — as shown to maintain hot water temperature.

And to these functional advantages, add two more reasons why the Buffet Caddy is for you. Reason One is Polar's single-minded emphasis on quality. Reason Two is a price tag that is far less than you might think. Ask the supply house men who call on you, or you are invited to write for full information.

Polar Ware	Company
* \$100 LAKE SHORE ROAD, Merchandise Mart — Chicago	
New York 17, New York	*800 Santa Fe Ave. Los Angeles, California les 'Designates office and warehouse

Continental Service Carts...



Portable Service Stand

A unit that is truly a money-maker. Eliminates congested service areas, saves steps, avoids confusion, and makes servicing the tables a dramatic show. Cart goes anywhere and makes it possible to rearrange the dining area at a moment's notice. Available in copper or stainless steel with black formica top. Two shelves for storage.

... Two 12" drop leaf top extensions. Also included but not shown... Menu holder... Silver tray... Four glass and cup trays

... by molitor, inc.

See your dealer or write for brochure of other new carts

2829 S. Santa Fe Drive Englewood, Colorado



THE MONROE COMPANY 79 Church St. COLFAX, IOWA

potatoes and cook 40 minutes. Remove from oven and place marshmallows on top.

Zucchini Provencale au Parmesan: Saute zucchini with onions and butter; salt and pepper. In casserole place layer of zucchini, then peeled tomatoes (either fresh or canned), then zucchini, then tomatoes, etc. Top with parmesan cheese and bake in 300° oven for 20 minutes.

Mar

Smo R

Mel

J 11 Jell

Foa Fig Eay Fal Pri

Erc

Bec

Fre

Slic

Ma

Gr

Ha

Go

To

Im Sw Liv Ba Ha

Cr Ca Su Ca

OUTRIGGER CANOE CLUB Hawaii

ST. PATRICK'S DAY

Beverages
Mullahey's Special Irish Cocktail30c
(Power's Three Swallows, Dry Vermouth,
Green Creme de Menthe)
Jimmy Mann's Irish Hawaiian Cooler90c
(Lime Juice, Guava Nectar, Pineapple Juice, Rum-
Decorated with Pineapple Stick, Green Cherry and Mint)
Power's Three Swallows70c
Bushmill's 3 Star70c
Jamieson's 3 Star70c
Hennessey's 3 Star70c
Manx Stout60c Half and Half60c
Irish Mist60c
Green Creme de Menthe50c
Green Chartreuse

MENU River Shannon Jumbo Shrimp Cocktail \$1.00 in Supreme Glass Cream of Green Peas sprinkled with Stardust

	Or
	Kerry Dancer's Minted Fresh Fruit Cup
	Filet of Island Mahimahi, O'Kahanamoku Style\$2.50
	Corned Beef and Cabbage, Jigg's Inspiration 2.35
	Roast Leg of Springtime Killarney Lamb, Mint Jelly 2.50
	Baked Davidson's Heather Cured Ham, Raisin Sauce 2.40
	County Cork Mushrooms Sauté on Toast 1.75
П	•

County Cork Mushrooms Sauté on Toast	1.75
FROM THE BROILER	
Calf's Liver, Onions, Rasher of Irish Bacon	
Salisbury Steak, Leprechaun Style	.2.00
Irish Potatoes, O'Brien or Baked	
Steamed Dublin Rice Emerald Green Peas	

Kathleen Mavourneen Salad Glocamorra Dressing St. Patrick's Cake Green Apple Pie Peppermint Ice Cream Finian's Rainbow Parfait

The First Hot Nibble

iamond Head Butterfly Shrimp Fried with Bacon1.25	Chinese Egg Rolls Stuffed with Shrimp
	Mona Loa Sauce 1.00
hu Pe-Good	Crab Rangoon
or Barbecued Spareribs . 1.35	with Banana

and Remoulade ..1.25 Curried Won Ton Bites of Cheese and Fruit . . 1.00 Samoan Crab Bisque50

The Catch

١	CRABMEAT MARTINIQUE
	Back Fin Lump Crabmeat simmered in a sauce of
I	blended spice, tomato, white wine, whipping cream
	and dash rum from Martinique
	SHRIMP CURRY BALINESE FASHION
	A mild curry of Jumbo Shrimp in Coconut Milk. Add
	your own crowning glory from the tray of seven

PORK MACAO Diced fresh Pork steeped in a spiced marinade, broiled on the skewer with green pepper and pineapple and nestled on a Bed of Bananas sauteéd in sesame oil2.50
BEEF TENDERLOIN SINGAPORE STYLE
Cubes of Prime Beef Tenderloin dusted with an interesting blend of spices from the Far East, browned in

BEACHCOMBER SALAD DESSERT FROM THE TABLE

We are interested in (Tables, Chairs, etc.)__

Di

Sh

sambals

MILWAUKEE COUNTRY CLUB

LUNCHEON

Appetizers

Appetizers			
Marinated Herring, Sour Cream\$ 85 Smoked Sturgeon, Onion Rings			
Soups			
Soup Du Jour\$.40 Consomme Julienne			
Entrees			
\$2.00 Fached Eggs a la Benedict.			
Sandwiches			
Grilled Tomato and Cheese Egg Salad \$.70 Cheese \$.85 Grilled Cheese .70 Ham and Cheese 1.25 Junior Club 1.10 Golfer's Steak 2.75 Bacon, Lettuce and Tongue 1.15 Tomato .90 Imported Sardine 1.00 Ground Sirloin Sandwich 1.50 Swiss Cheese 1.00 Denver 1.25 Liverwurst .85 Roast Beef 1.75 Baked Ham 1.00 Tuna Fish .85 Ham and Egg 1.35 Clubhouse 1.65 Sliced Chicken 1.35 Peanut Butter and Jelly .50 Genoa Salami .80 MCC Special Sandwich 1.65			
Salads			
Fresh Fruit Salad, Cottage Tossed Green \$.50 Cheese \$1.75 Chef's Salad Bowl 1.75 Seafood Salad Bowl 2.25 MCC Salad Bowl 2.00 Caesar Salad 1.50 Shrimp on Lettuce 2.50 Chicken Salad 2.25 Cole Slaw .45 Sliced Tomatoes .65 Avocado with Shrimp 2.50 Choice of Dressing			
Desserts			
Strawberry Parfait \$.75 Ice Cream \$.40 Creme de Menthe Parfait 1.00 French Pastries .50 Cakes .45 Sherbet .40 Sundaes .45 Assorted Pies .40 Camembert, Roquefort, or Liederkranz with Bent Water Crackers .50			
Beverages			
Coffee \$.25 Milk \$.25 Tea (Pot) .30 Sanka, Postum .30			

Watch for Special CMAA Conference Issue in March



San Francisco Chapter Holds "Presidents' Night" Party

By Harold R. Colbert

Assistant Publisher



Officers join managers at annual Presidents' Night party. On stairway above, left to right: Charles B. Farrow, president-elect, Peninsula Golf and Country Club, San Mateo; Arthur Monson, director, Bohemian Club, San Francisco; Alfred G. Fry, general manager, Bohemian Club, with his president, Kenneth Ferguson, speaker of the evening. Floor level, left to right: Fred A. Irvin, chapter president and general manager, Peninsula Golf and Country Club, with Robert Marskey, club president; Frank Barnett, president, John B. Wood, house chairman, and Cannon R. Lorimer, general manager of the host Claremont Country Club, Oakland.

THE beautiful Claremont Country Club overlooking the Oakland-Berkeley-Piedmont Hills and the San Francisco Bay Area was the scene December 15 of the "Presidents' Night" party staged annually by the San Francisco and Bay Area Chapter.

Cannon Lorimer, manager, Frank Barnett, president, and John B. Wood, house chairman, Claremont Country Club, served as hosts to approximately 75 club officers and managers. The evening started in the spacious lounge of the club with a cocktail party which was followed by dinner in one of the dining rooms.

Fred A. Irvin, general manager, Peninsula Golf and Country Club, and president of the chapter, presided at the dinner. Kenneth Ferguson, San Francisco attorney and president of the Bohemian Club, was the principal speaker. He delighted his audience with a humorous



CMAA officials pose with officers of their clubs. Left to right: John L. Martin, regiona director of CMAA and manager, Berkeley Elk: Club; Samuel B. Stewart, president, and John W. Bennett, manager, San Francisco Commercial Club (Mr. Bennett is CMAA director); Edward Boland, chairman, house committee of Berkeley Elks Club.

discussion of an imaginary composite financial statement of a club. His comments revealed a keen insight into some of the problems facing managers of private membership clubs and indicated these problems likewise are shared by officers and members of the boards of directors. (Mr. Ferguson's talk will be printed in a later issue of Club Management.)

The chapter has shown remarkable growth since its founding in 1946. Through the years it has played an active part, also, in the affairs of CMAA. At present

Chapter officers greet Host Cannon Lorimer, shown at right. From left, Erich Kruger, chapter vice president and manager, Burlingame Country Club; Fred A. Irvin, chapter president and general manager, Peninsula Golf and Country Club, San Mateo; with Joseph Castillo, chapter secretary and assistant manager, Olympic Club, San Francisco.

An

An

cul

hel

mo

ha

ow

da



Enrollment Now Open C.M.A.A. MEMBERS ONLY

LOW COST GROUP INSURANCE

 DISABILITY INCOME—Up to \$400.00 per Month Tax Free

Both Sickness and Accident

- ADDITIONAL—\$300.00 Per Month While in Hospital—Both Sickness and Accident
- \$10,000.00 Expense Benefit for Dread Disease
 Same Amount for Each Member of Family
- Up to \$200,000 Accidental Death Benefit
- Up to \$100,000 Loss of Eye Sight Benefit
- Up to \$100,000.00 Loss of Limb Benefit

CMAA GROUP INSURANCE
ADMINISTRATORS

Joseph K. Dennis Company, Inc. Suite 1027—Insurance Exchange Bldg. 175 W. Jackson Blvd., Chicago 4, Ill.

Address State

FOR LUXURY DINING - LAND, SEA, OR AIR

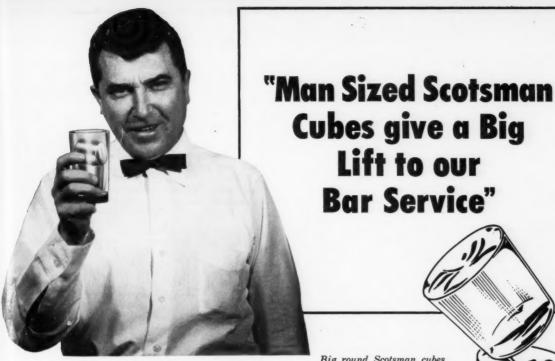
No fine meal is complete without

G. BRUCK

Foie Gras STRASBOURG (France)

Largest Selling Product Since 1852

CLASSIQUE FOODS DIV., M. H. GREENEBAUM, INC., 165 CHAMBERS ST., N. Y. 7, N. Y., DI 9-4300



Elk anc sco AA use

site m me ori ted by

of

be

ble

igh art,

ent

ori-

ger, Bur-

pter

sula

with

sist-

sco.

... that's the opinion of Wendy Leier, veteran bartender of American Legion Post #435.

BAR BUSINESS is big business at the Richfield American Legion Club in suburban Minneapolis. And club officials find that their Scotsman ice cubes satisfy the most particular guests and help move drinks at a faster rate.

The club's Scotsman Super Cuber SC-200 fits snugly at one end of the service bar where it serves up a continuous supply of crystal-clear ice cubes. The waist high bin makes cube removal easy and fast . . . keeps the Super Cubes handy 24 hours a day!

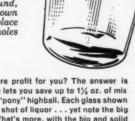
If ice is important in your bar business, you owe it to yourself to see the Scotsman Super Cubers. Nine models are now available to serve you with capacities from 50 to 500 pounds a day. See your Scotsman dealer or write for complete details. Use the handy coupon below!

Big round Scotsman cubes speed up drink preparation. It's simple and fast to make a trayful of ice drinks when you have a Scotsman Super Cuber at your elbow. Round, solid Scotsman cubes, shown actual size at right, displace more liquid...have no holes

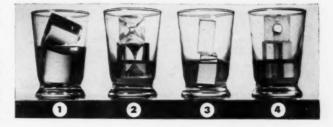
or sharp edges.

Lift to our

Bar Service"



WHICH ICE CUBE makes more profit for you? The answer is apparent . . . the Number 1 cube lets you save up to 11/2 oz. of mix every time you serve a regular or "pony" highball. Each glass shown contains a measured one-ounce shot of liquor . . . yet note the big difference in the liquor levels! What's more, with the big and solid Scotsman Super Cubes, the drinks also taste better!



SCOTSMAN

Modernize with Modern Ice!

CE MACHINES



YES! Please send complete details, including new "Ideas on Ice" booklet on Scotsman Ice Machines.



NAME

ADDRESS

CITY_

STATE

ZONE MAIL TO: SCOTSMAN ICE MACHINES

Queen Products Division, King-Seeley Corporation 162 Front Street, Albert Lea, Minnesota EXPORT OFFICE: 56 Beaver, New York, N.Y.

the chapter is supplying CMAA both with a director and a regional director. John W. Bennett, manager, San Francisco Commercial Club, is serving a three-year term as director of CMAA and John L. "Bill" Martin, manager of the Berkeley Elks Club, is a regional director of CMAA.

Officers of the chapter, all of whom took an active part in planning the an-

nual Presidents' Night party, in addition to Mr. Irvin, are Erich Kruger, manager, Burlingame Country Club, vice president, and Joseph Castillo, assistant manager, Olympic Club, San Francisco, secretary.

Paul Manuel, manager of the Del Paso Country Club, Sacramento, and two of his club officers traveled the farthest of any of the club executives to attend the party.

News of the Chapters-

Peninsular

Reported by Frank A. Macioge, Secretary

possib

as a d

will e

starte

signe

stimu

fort i

Mess Base,

1961

quest

party

wane

comm

are: Golf

H. Y

admi

Cour ship,

Ham

neck

H. N

Club

State

Kers

spec

Golf

welf

Beac

visit

C. P

mun

Cou

Buc

Mr.

The chapter elected Frank A. Maciog, Kalamazoo (Mich.) Country Club, president for the coming year at the second annual meeting held November 30 at the Century Club, Muskegon, with Mr. and Mrs. Walter Pattison as hosts.

Other officers elected were: Ed Turner, Country Club of Jackson, vice presiden; and Al Schiff, Battle Creek Country Club, secretary-treasurer.

A rising vote of thanks was extended the out-going officers.

The president's report was approved as sent to national headquarters and a report on the advertising committee was given by Ben Collins.

Bruce Matthews was appointed the chapter's delegate to the 1960 conference.

Members enjoyed canapés and cocktails before dinner, which included wines with each course.

New England

Reported by Beatrice M. Phillips, Secretary

Harvey Kimball, Boston Yacht Club, formerly associated with the Parker House, was elected to membership in the New England Chapter at the meeting held December 16 at the Harvard Club, Boston, with Charles C. Wallace as host.

Fred Cuzner, chairman of advertising in the conference issue of CLUB MANAGEMENT for the chapter, reported on plans

Mr. Wallace, educational chairman, conducted a spirited and informative discussion on various phases of rrivate room functions based on the survey recently started. It was agreed to continue the discussion at the next meeting at the Brae Burn Country Club, West Newton,

Mile High

Reported by Finn V. Petersen, Secretary

Ed Lyon, executive secretary of CMAA was a guest at the November 23 meeting held at Green Gables Country Club Denver. Albert Schulze, host for the evening, displayed the improvements and additions to his club.

After discussion of proposed slogans for the 1961 convention, it was decided to use "For Education and Fun, It's Denver '61." The slogan will be introduced at the Pittsburgh conference. Suggestions were made regarding the use of the "Little Mac" emblem as an insignia. President Horace Duncan mentioned the



possibility of buying a burro to present as a door prize in Pittsburgh.

Mr. Lyon was given information which will enable him to finish work already started on a charter for the chapter.

Bud Hall, advertising chairman, assigned purveyors to chapter members and stimulated interest for an "all-out" effort in this year's advertising campaign.

Captain E. Snyder, Ent Air Force Base, and Harold Stragham, Command Open Mess assistant supervisor, Ent Air Force Base, were voted into membership.

A discussion was held concerning the 1961 convention and it was quite reassuring to have Mr. Lyon's direct answers to questions.

Metropolitan

f.n

ry

ed

as

he

es

er

b,

st.

ng N-

n,

ve

te-

b

ne

to

a

ns

Reported by John A. McCabe, Secretary

The chapter dinner and Christmas party was held December 14 at the Seawane Harbor Club, Hewlett, N. Y., with John Schult as host.

Chairmen and members of the 1960 committees were appointed. Chairmen are: By-Laws, Eric G. Koch, North Hills Golf Club, Douglaston, L. I.; golf, Steven H. Yurasits, Hempstead Golf Club, Inc.; admissions, Leslie L. White, Wykagyl Country Club, New Rochelle; membership, Westchester, Peter A. D'Angelo, Hampshire Country Club, Inc., Mamaroneck; membership, Long Island, Howard H. Mosbacher, Southward Ho Country Club, Bay Shore; entertainment, Kurt A. Brod, Richmond County Country Club, Staten Island; hospitality, DeWitte T. Kersh, Fairview Country Club, Elmsford; special projects, James W. Sims, Fenway Golf Club, Inc., White Plains; visiting and welfare, Westchester, Rudwell R. Barrett, Beach Point Club, Inc., Mamaroneck; visiting and welfare, Long Island, Ewald C. Pohlman, Inwood Country Club; communications, James L. Noletti, Davenport Club, Inc., New Rochelle; and publicity, Henry C. Piper, Bonnie Briar Country Club, Larchmont.

The resignation of Paul Batz, Hudson Overlook Inn, West Park, was accepted



Recently elected officers of Metropolitan Chapter at their annual Christmas party held December 14 at Seawane Harbor Club, Hewlett, are from left to right: Secretary John A. McCabe, Sr., Coveleigh Club, Inc., Rye; President William F. Birner, Sunningdale Country Club, Scarsdale; and Treasurer Robert F. Carney, Larchmont Yacht Club.

with regret. Philip H. Stone, Whitehall Luncheon Club, New York, and Charles W. Walton, Apawamis Club, Rye, were elected to membership.

Carl Brandon, who was recovering from pneumonia in Greenwich Hospital, sent a telegram of thanks to all members for letters and visits he received.

A resolution regarding the membership status of assistant managers in CMAA was approved to be sent to national officers.

William F. Birner, chapter president,

was appointed the official chapter representative for the Pittsburgh Conference. Mr. Koch was appointed alternate.

The Children's Party was a success with Jackson Weber as Santa Claus.

Farewell gifts were given to William R. Reich for his wife, "Johnnie," and himself in appreciation for all he and "Johnnie" have done for the chapter through the years. Mr. Reich left after the meeting to join his wife at their villa, The Huntingdon, Delray Beach, Fla., for the winter.





INERTOL CO., INC.

Swimming Pool Division 496 Frelinghuysen Ave., Newark 12, New Jersey 27-V South Park, San Francisco 7, California

CMAA Chapter News Section

New York State

Reported by Stewart E. Brace, Secretary

The January 4 meeting of the chapter was held at the University Club, Rochester. Refreshments and hors d'oeuvres were served before a delicious dinner with Manager Edward Plenge as host.

James Foley, executive chef at the Sheraton Hotel, Rochester, and president of the Rochester Food Service Executives, gave an informative talk after which he conducted a round-table discussion.

Robert Standish, Monroe Golf Club, Pittsford, was elected a director for three years.

Joseph Brem, chairman of our annual President's Ball, reported that it will be held February 28 at the Buffalo Athletic Club.

The next meeting will be held at the Century Club, Rochester, with Mrs. Louise Faucher as hostess.

Connecticut

Reported by Grant M. Ruse, Secretary

A social dinner meeting of the chapter

was held December 7 at Quinnipiack Club, New Haven, with Manager Walter J. Satterthwait, Jr., as host.

The regular order of business was waived. Each member introduced himself and his guest. Morton Mestel, Tumble Brook Club, West Hartford, was introduced and welcomed.

A donation was given from members to the Children's Center, Hamden.

Francis Burr, Country Club of New Canaan, and Mr. Satterthwait, past presidents, were presented gifts from the chapter and extended a "thank you."

A discussion was held on the merits of a four-chapter suite at the Pittsburgh conference and it was decided in favor of the suite.

secret

Move

electe

WE GO

Port]

Rich

presi

Golf

tarv.

"Bill

past

Athl

at th

Ke CMA

Otl

Members gave a rising vote of thanks to the host for the cocktail party and dinner. The next regular meeting will be held at New Haven Lawn Club in February.

Oregon

Reported by Mabel Fredericksen, Publicity Chairman

Norman O. Moyer, The Arlington Club, Portland, was installed as 1960 president of the chapter at a banquet held January



A WINE LIST WITHOUT GREAT WESTERN IS LIKE A CHECK WITHOUT A SIGNATURE!

Great Western

CHAMPAGNE

SINCE 1860 • 100 YEARS OF CHAMPAGNE GREATNESS

GREAT WESTERN PRODUCERS . INC . HAMMONDSPORT . N . Y



ter

7as

m-

in-

ar s

he

of

21

or

nd

b-

nt

ry

At the installation of officers banquet held by Oregon Chapter January 5 in Portland are. from left to right: Emil Piluso, Riverside Golf and Country Club, the chapter's new secretary and host for the banquet; Norman Moyer, The Arlington Club, Portland, newlyelected president; and Jan H. Richter, Oswego Lake Country Club, 1960 vice president.

5 at Riverside Golf and Country Club, Portland.

Other officers for the year are: Jan H. Richter, Oswego Lake Country Club, vice president; and Emil F. Piluso, Riverside Golf and Country Club, Portland, secretary. Officers were installed by Willard I. "Bill" Curtis, University Club, Portland, past president.

Kenneth Meisnest, vice president of CMAA and manager of the Washington Athletic Club, Seattle, was guest of honor at the banquet.



Kenneth Meisnest, vice president of CMAA and manager of the Washington Athletic Club, Seattle, was speaker and guest of honor at the Oregon Chapter banquet. Looking on are Mrs. Bill Curtis, "Teddy," University Club, Portland; and Mrs. Emil Piluso, Riverside Golf and Country Club.

Watch for CMAA Conference Issue in March

What you should know about Folding Chairs

Before you buy ANY folding chair let us send you the complete story of CHANNEL FRAME CONSTRUCTION

Compare the resilient strength of Lyon channel frame construction. Compare Lyon design—backs and seats curved to match body contour—round, smooth edges and pinch-proof hinges.

Send for proof that Lyon gives more in comfort, safety and long life at the lowest possible cost.



LYON

LYON METAL PRODUCTS, INC.

298 Monroe Ave., Aurora, III

Send me the complete story of Lyon Chairs and Channel Frame Construc-

NAME.

ADDRESS_

DRESS_

ZONE STATE





HOME of the Famous TIP TOP

Close to business—close to gay social activities and right in the heart of Chicago's "Magnificent Mile." Write for circular and rates.

ALLERTON HOTEL
MICHIGAN AVE. AT HURON ST.

Trumping the Clubs

(Continued from page 26)

dining room in the clubhouse. Originally the club ground was the site of Mr. Boyd's boyhood home.

The College Club, Seattle, Wash., annually holds yuletide festivities known as the Wassail Bowl, one of the oldest traditions of the city.

During Christmas week, the lounge of the club is converted into a great hall of a medieval English castle. Members watch the yearly pageant as the yule log is carried to the hearth, a boar's head is brought in on a silver platter and a procession depicting England's past comes into the hall. A smoking wassail bowl is served and a banquet is held afterward.

Coosa Country Club, Rome, Ga., was swept by a \$125,000 fire at the end of December last year. The blaze was touched off by a Christmas tree, which burst into flames as it was being removed, according to club officials. The new clubhouse had been open only since last July.



tel, C

Amar

Alban

Denve

point

ham

In 19

ager

Bridgellub.

clubl last

of la

ing to

swin

Golf of b

ship

Cl

ning

has

sion

havi

year

Je

beer

Cou

Har

25 y

Wri

fice he

thes

Sam B. Dunham

Sam B. Dunham, former manager of Rolling Hills Country Club, Golden, Colo., is the new manager of Fort Collins (Colo.) Country Club. The club opened January 16.

Mr. Dunham assumed management of Rolling Hills Country Club in 1955, serving until 1957, at which time he became manager of Book Cliff Country Club, Grand Junction, starting the club in operation. In February of last year, he returned to Rolling Hills.

Mr. Dunham has been associated also with Greeley (Colo.) Country

INCREASED PROFIT\$

From Your Cocktail Lounge Operation!

THE FAMOUS "CHEESE-OF-ALL-NATIONS HOSPITALITY PROGRAM"

SPECIAL \$25 PLAN EXCLUSIVELY FOR CLUB MANAGEMENT SUBSCRIBERS

We send you our nationally advertised GOURMET ASSORTMENT of 12 exotic imported cheeses—a generous weekly supply. We also include suggested display plan, attractive descriptive identification cards and colorful little flags of all nations.

Write, 'phone or telegraph your order TODAY!



Ask for our FREE 1960 CHEESE ENCYCLOPEDIA, listing more than 500 varieties.

CHEESE OF ALL NATIONS

Dept. CM, 235 Fulton St., New York 7, N. Y. REctor 2-0752



Club as manager; and with Plains Hotel, Cheyenne, Wyo.; Capitol Hotel, Amarillo, Tex.; Court Cafes, Albuquerque, N. M.; and Cosmopolitan, Albany and Brown Palace Hotels, Denver.



Clement Miravalle

olub

55,

he ın-

ng

lls.

ed

ry

Clement Miravalle has been appointed general manager of Nottingham Country Club, Eighty-Four, Pa. In 1958 Mr. Miravalle retired as manager of the St. Clair Country Club, Bridgeville, Pa., after ten years at the club.

The modern one-story Nottingham clubhouse was opened November 21 last year. It is built on a 140-acre tract of land and has an 18-hole golf course of 6,400 yards. Constructed on a rolling terrain, the golf course is irrigated by the three lakes it overlooks.

The club has a regulation AAU swimming pool and two tennis courts. Golf membership of 410 is at the point of being closed but social membership is open.

Claude M. Shugart, who was planning to retire this year as manager of the Nakoma Golf Club, Madison, Wis., has written to us telling of his decision to remain as manager of the club, having signed a contract for another year.

John William "Bill" Harvey has been named manager of Locust Hill Country Club, Rochester, N. Y. Mr. Harvey has been in the field for over 25 years, most recently as manager of Wright Patterson Air Force Base Officers Club, Dayton, Ohio. Before that he was manager for almost eight years of the Burning Tree Golf Club, Bethesda, Md.

Mr. Harvey, a member of CMAA for many years, also has been associated as chief purchasing steward with the Carlton Hotel, Willard Hotel, O'Donnell's Sea Food Restaurant and Hogates Sea Food Restaurant, all in Washington, D. C.

Mr. Harvey and his wife have a teen-age daughter.

* * *

A new yacht and country club is planned for construction in Norwalk Harbor, Conn., under the Sheffield Island Corporation. The club is expected to open by summer.

It will be built on 100 acres of land on two of the larger islands in the area, Sheffield and Ram, both of which have frame structures and have been known as landmarks for yachtsmen on Long Island Sound.

Transportation over the club's roads and trails will be by saddle horses, carriages or bicycles. No automobiles will be allowed.

An old house on the northwest tip of Sheffield Island is being restored as



When members turn on the Act-O-Matic Shower Head it delivers refreshing, satisfying bathing. Its volume controlled cone-within-cone spray distributes the water evenly. Patented automatic action flushes the interior of the shower head after each use, discharging all

particles that clog ordinary shower heads. It never sprays wildly and there's no dripping after the shower is turned off. Its exclusive design provides greater bathing enjoyment, with big water and fuel savings. Present shower heads can be replaced without special tools.

There's no other shower head like the

SLOAN Act-O-Matic

YOUR PLUMBER WILL RECOMMEND AND SUPPLY IT

SLOAN VALVE COMPANY . CHICAGO, ILLINOIS

the main clubhouse. An abandoned members. Present plans are for a prostone lighthouse stands at the southwesterly tip of the island, which has been a sanctuary for wild birds.

gram of activities that will appeal to both sexes and each age group. R. S. Fram is manager of the club.

Mr. and Mrs. Roy Leonard, Cuvier Press Club, Cincinnati, have established quite a record of attendance at the national conventions of CMAA. Thirty years ago they attended their first convention and have missed just two since then.

Palma Ceia Golf and Country Club, Tampa, Fla., has approved plans for a new \$750,000 clubhouse to be built on the site of the present building.

The 43-year-old clubhouse is to be demolished and construction is scheduled to start in June or July.

While the building is under construction, the locker rooms and swimming pool area will be used as temporary offices.

The new building of Colonial design will have a circular drive, a ballroom, lounge, card room, dining room, ladies' locker room and other facilities. New locker rooms and a swimming pool were built at the club five years ago at a cost of \$160,000. Renovation of the pro shop was just completed and several greens and tees were redesigned.

South

signed

tation

Moun

tells o quart

into g

house

W.

mana

try C assoc

Islan

Gle

Scut

and

centl

mana

dale,

Ch

chef

Milv

man

ceed

tirec

The

Burks L. Hammer, Jr., is manager of the club, which has 830 members.

Lowell L. Hecht recently was named manager of Spring Lake (Mich.) Country Club. He assumed management on January 4. Before going to Spring Lake, Mr. Hecht was manager of Sylvania (Ohio) Country Club.

Mrs. Isabell A. Bell, former manager of Pasadena Golf and Country Club, St. Petersburg, Fla., has been appointed manager of Forest Hills Golf Club, Toronto, Canada.

Mrs. Bell will assume management of the Canadian club this summer. Her son, Hugh G. Bell, is manager of the Islington Golf Club in Toronto.

Farmington Country Club, Charlottesville, Va., has released a handsome eight-page bulletin giving the legends, historical background and architectural significance of the club.

The main clubhouse is a traditional

Mary Carlstroem

Mary Carlstroem has been appointed social director of the Arizona Club, Phoenix. She assumed her duties on the first of December last year.

The newly-created position was started in an effort to stimulate more participation in club affairs by the

FOR MEMBERS ONLY



Nothing except a paid-up member's Card-Key will unlock this door. 5,000 Fraternal and Private Clubs are now using Card-Keys. Be sure your club gets the benefit of this Card-Key System.

Write for Free Information

CARD-KEY SYSTEM, INC.

P. O. BOX 589

BURBANK, CALIFORNIA

Congress of Motor Hotels

ROAMER

-PALM BEACH SHORES, FLA.

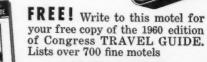
Located at the ocean inlet on famous Singer Island, the GEORGE APARTMENTS MOTEL offers modern, beautifully furnished units, air-conditioned and heated. Swimming pool. Guest Lounge, radio, TV—everything to make your Florida

vacation a memorable one. Credit cards honored. Be sure to visit

GEORGE APARTMENTS

PALM BEACH SHORES, FLA.





COAST-TO-COAST **INSPECTED** and APPROVED Southern mansion, which was designed by Thomas Jefferson on a plantation overlooking the Blue Ridge Mountains.

m-

ees

ger

rs

ned

h.)

ge-

0

ger

an-

try

en

ilis

ent

er.

of

ar-

id-

he

nd

ıb.

nal

The beautifully illustrated bulletin tells of the galleries, tunnels and slave quarters which have been remodeled into guest rooms just off the mansion house.

* * *

W. H. Mathieu recently was named manager of the Freeport (Ill.) Country Club. Mr. Mathieu formerly was as ociated with B.P.O.E. 1331, Blue Island, Ill.

* * *

Glenn Roderick Brown, secretary of Scuthern California Chapter last year and current vice president, died recently at the age of 44. Mr. Brown was manager of the Verdugo Club, Glendale, Calif., at the time of his death.

+ + +

Chester D. Walters, former executive chef of Blue Mound Country Club, Milwaukee, Wis., has been appointed manager of the club. Mr. Walters succeeds W. G. Warren, who recently retired.

Mixed Drink Competition

The National Mixed Drink Competition, conducted under the auspices of the American Society of Bar Masters and sponsored by Early Times Distillery Co., was held December 8 at the Hotel Park Lane, New York City.

The title of Grand National Champion went to Joseph Heffernan, Forest Hills, N. Y., for his winning cocktail named the "Cardinal," a before-dinner drink.

The original drinks were judged on taste, aroma and color. There were over 3000 entries from professional bartenders throughout the country.

Ingredients of the winning drink were:

1 oz. Old Forester 86-proof Bourbon 3/4 oz. Bols Cherry Liqueur

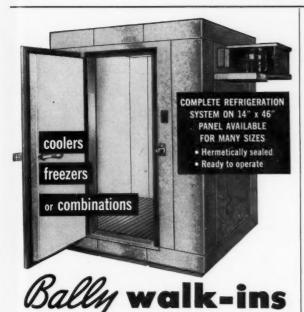
½ oz. Lime Juice

Shake ingredients with ice; strain into 3 oz. cocktail glass.

Sales Manager Appointed

Robert G. Carpenter has been appointed general sales manager of Shenango China, Inc. Mr. Carpenter has served as acting sales manager for the company since July 1 last year and prior to that was district sales manager on the West Coast.



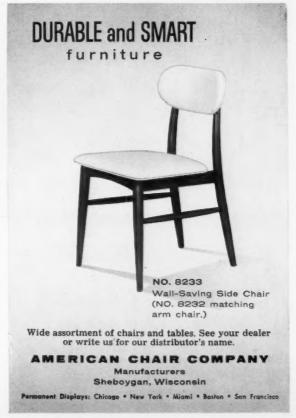


Aluminum or steel sectional construction

Sanitary! Strong! Efficient! You can assemble any size cooler, freezer or combination in any shape from standard sections. Add sections to increase size as your requirements grow. Easy to disassemble for relocation.

Bally Case and Cooler, Inc., Bally, Pa.

Get details-write Dept. CM-2 for FREE book.



WANTED

Club Manager for Golf and Country Club in Kansas City area. Qualified person will receive co-operation and satisfactory salary. Please send record and small photo to: Ben Poisner, House Chairman, Meadowbrook Country Club, 93rd & Nall Avenue, Overland Park, Kansas.

WANTED

Club manager for leading country club in Northern Illinois. Beautiful city. Excellent schools. Prefer college graduate with degree in club management. Age 35 to 45. Must have excellent references. Top salary to right man. Year round job. Living quarters in club if desired. ADDRESS: Box 92-Y, c/O CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

WANTED EXPERIENCED CLUB MANAGER

Country club in the Louisville area has year-round position open for an experienced club manager. Must be capable of handling all phases of club operations. Write, giving full resume of background and experience, personal data, salary and other qualifications to: HOUSE CHAIRMAN, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

FOR TOP FLIGHT **EXECUTIVES AND** DEPARTMENT HEADS

Consult Us Confidentially

Write or Call:

GENE RAFFERTY, Personnel Director HOTELMEN'S EMPLOYMENT SERVICE

45 West 45th St., New York 36, N. Y. JUdson 2-4382

WINE Pressings

By Henry O. Barbour

Conducting a Wine Testing—Part III

(Discussed the past two months: date, time, invitations, number, types and amounts of wines, tasting list. To continue . . .)

Room Set-Up

Much of the success of the tasting hinges on the smooth flow of guests, despite the peak usually experienced about 45 minutes from the start, without bottlenecks or the guests feeling rushed.

At least two committeemen (or club personnel) should be on duty at the door to greet guests, make sure they sign the guest book, hand out the tasting list, direct guests to the first table and answer general questions.

Each type of wine should occupy a separate table, and the tables should run in sequence around or down the room, with the sparkling wine tables farthest from the entrance. On a tasting for over 200 people, at least five feet of table frontage per wine offered gives the opportunity for the guests to be "poured" and to take a sip without too much pushing or jostling.

Hollow-round or square tables, with the servers and extra wine on the inside, are best, with circulation around the tables in the same direction as the general flow through the room-counterclockwise seems to speed up traffic. Half-round or Ushaped tables, backed up against the wall, are second choices. Straight tables around the room leave much to be desired, first from aesthetic considerations, and secondly because the guest tends to feel regimented and reluctant to step out of line. With round or hollow square tables he feels free to skip a wine, or a table, if not interested.

at the on a s

the sa

stacke

dange placed

edge.

stands

near

glassv If t prefe

for e

rathe

late-c

eveni

could

table.

that '

the g

On

each

hand

befor

conc

purp

rang

tasti

a w

(CLT

Afte

ploy

thos

wine day.

can

(inc

bott

they

to t

tere

rem

ther

A

A

tails

Glasses

In the interests of conserving wine and cutting down glasswashing with accompanying breakage, it is urged that one glass be provided for each type of wine, supply permitting, either

WANTED COUNTRY CLUB MANAGER

Must have high grade background in food and general services. State qualifications and salary expected. Also send club operating statement of present or previous position. WRITE TO:

M. A. Lippman,
Chairman of House Committee
Standard Country Club
P. O. Box 7421
Louisville 7, Kentucky

WANTED

CHEF to operate kitchen and dining room. Modern country club located northern Michigan community of 25,000. 225 family membership. Serving 12-1500 meals monthly, six nights weekly, occasional luncheons. Can use man and wife combination. Immediate availability. If interested, mail complete résumé, experience and salary expected. ADDRESS: Riverside Country Club, Menominee, Michigan.

31 YEARS OF SERVICE TO CLUBS

CLAREMONT-MAJESTIC

EMPLOYMENT SERVICE

PERSONN

80 WARREN STREET, Room 305

New York 7, N. Y.

Herman Litman Manager PHONE: COrtlandt 7-3853

A. Zahler, Licenses



ELIZABETH GARRISON.

specializes in the procurement and placement of EXECUTIVE personnel for Country Clubs, City Clubs, Resorts, Hotels and Universities.

Men and women who are thoroughly trained and can show proof of an honest work record—apply for positions and invite our investigation.

For further information, contact her at:

WABASH EMPLOYMENT AGENCY

Chicago 4, Illinois

Phone: WAbash 2-5020

(Wabash Agency established in 1935)

at the start of that table or preferably on a separate table. If the glasses are the same size and shape, they can be stacked three or four high without danger if the table is firm and if not placed closer than eight inches to the edge. This lessens the danger of coattails brushing off the glasses. Tray stands or tables should be provided near each table for deposit of used glassware

If the club is short on glasses, it is preferable that one glass be provided for each guest to use for all wines, rather than try to supply glasses for late-comers by rewashing during the evening. If desired, pitchers of water could be made available between each table, along with empty containers, so that the glass could be rinsed out by the guest, then used at the next table,

il

th

19

1

1e

to

1e

ht

to

n-

10

d

th

1e

h

Training

One pourer should be provided for each wine if more than 250 persons are expected; otherwise one can handle two wines.

A meeting should be held the day before the tasting with all personnel concerned. After statements as to the purpose of the tasting, general arrangements, and a discussion of the tasting list, the proper way of opening a wine bottle should be reviewed (CLUB MANAGEMENT, August 1959). After your demonstration, let an employe or two try his skill, and let those present taste a couple of the wines that will be poured the next day. At a meeting like this one bottle can be made to serve at least 20 people (incidentally, if any partially full bottles are left after the "big" tasting, they might be given to the employes to take home-it stimulates their interest in wine).

At this time, each pourer should be reminded to have a working corkscrew or told that the club will issue them to be turned in following the tasting. Mention that a certain number of bottles will be given to each station and that at the finish of the tasting, empty bottles, partially-full bottles and full ones must all be accounted for before the pourer can leave

Service

White, rosé and sparkling wines should be chilled before the tasting starts and kept in ice buckets during the tasting. Three or four days before, the cases should be placed in a walkin cooler. While it is possible to get some wines too cold, don't worry about it, as one ounce of cold wine poured in a room temperature glass is then at the right temperature for tasting.

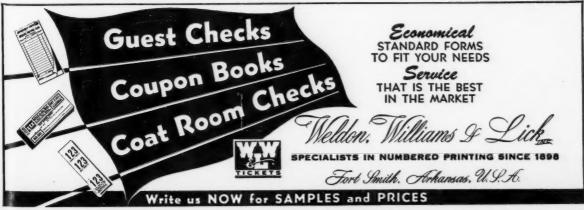
At the start of the evening only two bottles of each wine should be opened. Before the last of these bottles are exhausted, open one additional bottle at a time, then wait until that is about consumed before opening another. For, while wines, especially reds, improve if allowed to breathe for a half hour or more, prevention of over consumption is more important at an affair of this type.

Each table (all the white wines, if three or four are offered, are on one table, otherwise two white wine tables, with three or four on each; the red wines are on another table, etc.) should have a supervisor and perhaps a "runner" in addition to the pourers. At least two employes should be detailed to keep the room clean, removing trays of empty glasses, "touching up" the floor with dust pan and broom, etc.

If possible a "host" should be on duty at each table, one who is familiar with the wines and can devote all his time to answering questions about his particular table. It is considered best not to ask wine salesmen to act as table hosts.

(Continued on next page)





Identification

Each table should have a letter or Roman numeral assigned to it, and the wines thereon listed in that section of the tasting list. This letter or numeral should be hung from the ceiling, or placed on a tall standard so that it is above head height and can be spotted throughout the room.

The numbers of the individual wines should be displayed by each wine, and for large crowds it is best if they are at head height—but not raised as much as the table number.

No Smoking

Discourage smoking, as it does affect the enjoyment of a tasting for a lot of people who are seriously interested in learning about wine, and are following the Four Steps: Look (at label and at color); Sniff (bury your nose in the glass); Taste (and swish around in the mouth); and Savor (swallow, and pause to observe the aftertaste). Small pieces of bland cheeses, bland crackers, and perhaps small wedges of apples and pears should be provided to "cleanse the palate."

(Next Month: The Decorations)

THIS MONTH'S MERCHANDIS-ER: February sees the start of Lent, so make up a display of white and rosé wines to go with the Lenten dishes—and hail wine as the Beverage of Moderation for those that have "given up alcohol for Lent."

Sales Manager Named

Richard Marks has been appointed Chicago sales manager of Pfaelzer Brothers, purveyors of meat.

For the past 10 years Mr. Marks has been city salesman. In his new position he will be responsible for management of the company's 12 sales representatives and for handling customer relations.

Showroom Opened

A new showroom has been opened by Thonet Industries, manufacturers of institutional furniture, at 1 Park Aye., New York City.

The showroom covers 15,000 square feet and is decorated to provide a background for the company's complete line of furniture, constructed under the bentwood process.

A small historical museum is located near the entrance and a central gallery was designed for displaying the company's most recent furniture models.

For Lenten Menus: Imaginative Cheese Dishes

WITH a few fresh ideas, Lenten menus can be as appealing as those of any season. Such ideas need not be limited to the entrée, but can be used in luncheon or supper items, in vegetable accompaniments or in salads

Cheese is a natural for adding good flavor and good looks to Lenten specialties. Try a new way with a rarebit, a sharp cheddar in a casserole, stuffed baked potatoes with Parmesan cheese, cheese "toasts" and cheese bread with cold plates or hot apple pie with melted cheese. It's an easy way to give a lift to favorite foods.

Suggested recipes for Lent follow:

Mushroom Rarebit

1 quart medium cream sauce 1 quart canned mushroom soup 2 teaspoons Worcestershire sauce 8 drops hot pepper sauce 1 teaspoon salt 2 lbs. Cheddar cheese, diced ½ cup sherry wine 1 pt. sliced mushrooms, sautéed 24 whole mushrooms, sautéed

Prepare rarebit from the above ingredients, reserving the sautéed whole mushrooms. Place two mushrooms on toasted English muffin, top with mushroom rarebit and garnish with sliced hard cooked egg and slivered black olive. Makes 12 sandwiches.

Blue Cheese Salad Dressing

12 lbs. imported blue cheese 12 gallons mayonnaise

Salad plates can be given extra heartiness and eye-catching appeal with cheese garnishes. Whipped cream cheese piped in the shape of a bird makes a fruit plate inviting and distinctive.



CLUB MANAGEMENT: FEBRUARY, 1960



Photos Courtesy Kraft Foods

Mushroom-flavored rarebit is an unusual flavor addition to the Lenten menu. To effectively present it, the rarebit has been poured over two large button mushrooms on toasted English muslin. Mexican corn and asparagus are attractive complements colorwise.

1 onion, ground fine 4 oz. dry mustard 1½ oz. white pepper 4 oz. salt 12 teaspoons lemon juice 1½ gallons buttermilk ½ gallon water

Blend mayonnaise, buttermilk and water until well blended by hand. Add onion, mustard powder, salt and lemon juice. Blend. Crumble blue cheese. Fold in by hand. Pour over tossed greens, sliced tomatoes and parsley.

Cheese and Lima Beans

Medium White Sauce

2 tablespoons margarine 2 tablespoons flour 1/4 teaspoon salt 1/8 teaspoon pepper 1 cup milk

Melt margarine over low heat in a heavy saucepan. Blend in flour, seasonings. Cook over low heat, stirring until mixture is smooth and bubbly. Remove from heat. Stir in milk. Bring to boil, stirring constantly. Boil one minute.

Cheese Sauce

2 cups cheese, cut up 2 tablespoons dry mustard 1 teaspoon cooking sherry 1 teaspoon Worcestershire sauce

To 2 cups medium white sauce add 2 cups of cheese, 2 tablespoons dry mustard, 1 teaspoon Worcestershire sauce and 1 tablespoon cooking sherry. Stir until cheese is melted. Pour cheese sauce over cooked green lima beans, top with mushrooms and bake until bubbly and brown.

THE BEST FOOD DESERVES THE FINEST CRACKER PREMIUM SALTINE CRACKERS* SEND FOR FREE BOOKLET AND SAMPLES with NEW GOLDEN GLOW National Biscuit Co., Dept. 11 425 Park Avenue, New York 22, N. Y. Your customers will appreciate these finer saltine

crackers. They're tastier, flakier and snapping crisp. These top-quality crackers are always perfect in our moisture proof cellophane packets.

tive-over Eng-

non fold ens,

son-

ntil

ove

d 2 iusuce unuce vith and *Premium Snow Flake Saltine Crackers in the Pacific States

Address

City .



Your Key to Club Hospitality

Fitzgerald does credit to the club that serves it. The distinctive character that marks this bourbon is the proud result of slow, costly distilling methods rarely practiced today—methods that yield a unique depth of flavor and rich bouquet. Old Fitzgerald (at six years old) com-

pliments every guest's good taste. Very Old Fitzgerald (aged to the eight year bonded limit) offers the prestige of the world's most prized bourbon. Stock them with the full knowledge and assurance that they will satisfy the most demanding taste.

THE FINAL CHOICE OF MATURE TASTE

Bonded Kentucky Straight Bourbor. • 100 Proof • Six and Eight Years Old STITZEL-WELLER DISTILLERY • Established Louisville, Ky., 1849



Very Old Fitzgerald available in Antique Fifths, suitably boxed, labels personalized in case lots on request. Ask your dealer, owrite the Distillery.